

South Florida Hospital News[®] and HEALTHCARE REPORT

THE REGION'S MONTHLY NEWSPAPER FOR HEALTHCARE PROFESSIONALS & PHYSICIANS

Ad Specs

The preferred format is Adobe Acrobat PDF.

Only postscript fonts are acceptable. Fonts must be embedded when providing ad in PDF format. TrueType fonts (typically used on non-Macintosh computers) are not acceptable, even if the fonts are embedded. Type 1 fonts are acceptable, and should be used in place of TrueType fonts. Text in vector images (ie. Illustrator) must be converted to paths or outlines to eliminate font problems. Save all images as EPS or TIFF only. Color graphics and images saved as RGB, Lab, indexed color or duotones are not acceptable. All scanned halftone images should be sized at a resolution of 300 dpi (for 85 line screen output) at 100% of the size they are used in the file. Line art images such as logos require an image resolution of at least 600 dpi. Avoid small type when reversed out of black or process color backgrounds (10 point or under).

All embedded artwork in PDFs must be grayscale.

We accept materials via E-mail. Due to the large volume of e-mails and to ensure proper placement, please be sure to put the Ad/Client name and issue date in the subject line of all e-mailed ads.

E-MAIL ADDRESS FOR SUBMITTING ADS:

**South Florida Hospital News
and Healthcare Report**

carol@southfloridahospitalnews.com

1/8 Page 4-7/8 x 3-3/8			1/8 Page 2-3/8 x 6-5/8	1/4 Page 4-7/8 x 6-5/8
	1/16 2-3/8 x 3-3/8			
Island 7-5/8 x 10			1/2 Page 10 x 6-5/8	
Full Page 10 x 13.375 Back Cover 10 x 13.75				
		1/3 Page 4-7/8 x 10		1/2 Page Vertical 4-7/8 x 13.375
Banner 10 x 1.5				
Business Card 4-7/8 x 2				

If you have any questions,
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or call **954-605-4786**