

Florida's

The Hidden Coast

The Last of Old Florida

Published monthly. Full color. *In print and online!*

2024 Mechanicals Print and Digital Advertising

NOW COMBINING 2 OF THE HIDDEN COAST'S MOST RECOGNIZABLE PUBLICATIONS **INTO ONE MAGAZINE!**



Print Advertising

SIX AD SIZES AVAILABLE!

Cover | Double Truck | Full Page | Half Page | Quarter Page | Business Card

ACCEPTED FILE TYPES

PDF FILES: Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. On bleed ads (only FP & two-page spreads), set crop marks 1/4" outside of the trim area so they do not appear within the bleed area.

We accept .zip files as well DropBox links.

We do not accept any Microsoft files (Publisher, Word, PowerPoint).

PUBLICATION SIZE

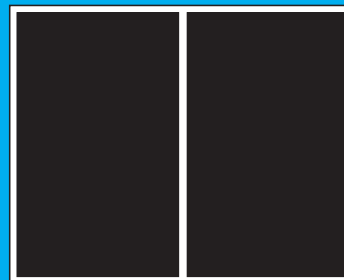
8.25" X 10.75"

FULL COLOR, GLOSSY STOCK

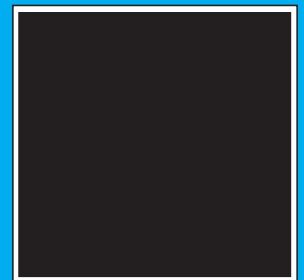
The Hidden Coast assumes no responsibility for defects, omissions, misprints or font defaults for any supplied digital file.



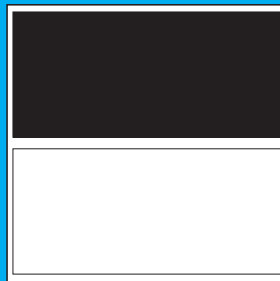
Cover: 7.75"W x 10"T



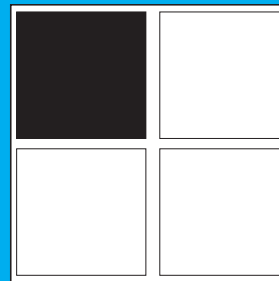
Double Truck (2 pages): 16.0"W x 10.12"T



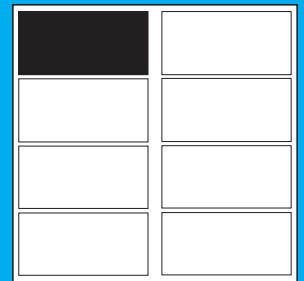
Full Page: 7.75"W x 10.12"T



Half Page: 7.75"W x 5.0"T



Quarter Page: 3.81"W x 5.0"T



Business Card: 3.81"W x 2.44"T

Select Additional Ad Sizes Available. Call for Specs.

THREE AD SIZES AVAILABLE!

Home Page Banner | Medium Box | Small Box

Digital Advertising

ACCEPTED FILE TYPES

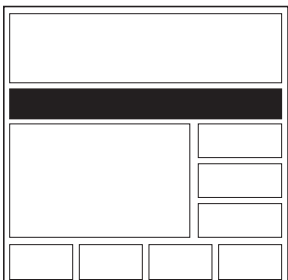
PNG or JPEG FILES:

RGB color mode. Resolution 200 DPI. Provide URL so ad can be linked to website.

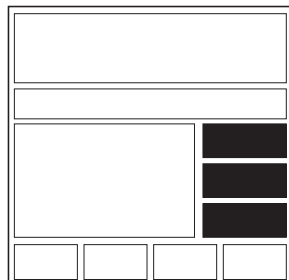
No animation.

One month minimum run on all web ads.

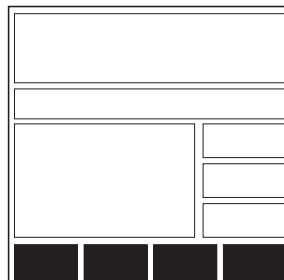
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Home Page Banner: 728px x 90px



Medium Box: 336px x 280px



Small Box: 180px x 150px



SCAN FOR WEBSITE

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VISITFLORIDA

