

# Advertising Specifications

*All advertising rates are based on the advertiser or its agency furnishing digital files created for our printer's specifications.*

## ■ COLOR

Please convert all colors in the print ad to CMYK. Pantone colors will be changed and may not reflect the intended color.

## ■ FONTS

Fonts must be Macintosh-compatible. Please include all fonts used in the document or embed them in the files.

## ■ IMAGES

All digital images in print ads should be 300 dpi and in CMYK mode.

## ■ CORRECTIONS/CHANGES

*LNE & Spa* does not design or produce advertisements. It is the responsibility of the advertiser to assure that all ad material is free of errors, is of high quality and includes all supporting files, such as images and fonts. *LNE & Spa* neither accepts liability nor compensates for items that are the advertiser's responsibility.

## ■ DIGITAL ADS

*LNE & Spa* will make no changes or corrections to advertising. For changes or corrections to advertising, advertisers are required to submit new digital files along with a written request 45 days prior to publication.

## ■ SPECIAL COLOR

Special colors not reproducible in four-color process printing are available. Contact the advertising department for rates.

## ■ DUPLICATION

It is recommended that advertisers make as many duplications of ad materials as deemed necessary before forwarding materials for publication.

## ■ CLASSIFIED ADVERTISING

You may submit your ad on our website at [www.LNEONLINE.com](http://www.LNEONLINE.com), e-mail it directly to the classifieds department, fax it to 305-443-1664 or mail it in. Classified ads are due by the 20th of the month, two months prior to publication. Visit [www.LNEONLINE.com/classifieds](http://www.LNEONLINE.com/classifieds) for more information.

## ■ INSERT ADVERTISING

Insert advertisements are considered special orders. Please call the advertising department for rates.

## ■ AD POSITIONING

*LNE & Spa* makes every effort to give equal rotation of ads from back to front of each issue. Special positioning may be requested, but it cannot be guaranteed.