

Terms & Conditions

● PREFERRED POSITIONS

Special position + 20%

● TERMS

Payment of first advertisement is due with the insertion order. Subsequent insertions, net 30 days from the date of invoice. Any advertiser not fulfilling their contract rate will be rebilled to the rate they earned.

● PRODUCTION COSTS

Advertisers will be charged for art and camera work required to convert material to one piece offset negatives.

● LINE SCREEN DENSITY

85 line screens are recommended for B/W and 2/C materials. Total film density for 2/C may not exceed 170%, and only one color may be solid. B/W may not exceed 85%.

● GENERAL CONSIDERATIONS

All advertising is subject to publisher's approval.

Publisher reserves the right to adjust rates as necessary. Rates are subject to change with 30 day notification.

All orders are subject to acceptance by ITI at its headquarters in Pompano Beach, Florida.

Positioning of advertisements is at the sole discretion of ITI, except where a specific position has been agreed to by ITI in writing.

In no event shall ITI be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence exceed the cost of the space ordered.

Any change in advertising space contract must be done in writing 45 days prior to the publication date. No condition other than those set forth in this rate card shall be binding upon ITI unless specifically agreed to by ITI in writing.

● SHIPPING INSTRUCTIONS

Ship all materials to:

Florida Smart Business

c/o Intertec Industries, Inc.

10116 NW 53rd St.

Sunrise, FL 33351-8020

(954) 784-8100 • Fax: (954) 784-0904

Advertise Specifications

Full Page Size

Bleed Size 8.5" x 11"

Trim Size 8.25" x 10.75"

Live Area 8" x 10.5"

Half Page Size

Bleed Size 8.5" x 5.25"

Trim Size 8.25" x 5.125"

Live Area 8" x 5"

Quarter Page 3.5" x 4.625"

Business Card 3.5" x 2.3"

● INSTRUCTIONS TO CREATE ART WORK

- Images used in PDF must be 300 DPI. Color Mode should be CMYK with 8 bit of color depth. Under PDF generate options keep Compression of Color Images ON with 300 DPI and Maximum Quality. Under PDF generate options color settings: Do not Color manage the file. Choose "Leave Color Unchanged".
- If you are sending Photoshop image, Keep Image 300DPI, Go to Image > Mode and keep it RGB, Save it as JPEG, while saving as JPEG it will ask you for Quality, keep it maximum.
- Black & Blue Must be EPS with Pantone 300 CVC Blue and Spot_Black and colors must be Spot.

**For more information visit
following link on our website
<http://www.floridasmartbusiness.com>**

FLORIDA SMART BUSINESS HEADQUARTERS

c/o Intertec Industries Inc.

10116 NW 53rd St., Sunrise, FL 33351-8020

Phone:(954) 784-8100 • Fax:(954) 784-0904

E-Mail: info@floridasmartbusiness.com

Website: www.floridasmartbusiness.com