



The mission of FPMA is to promote **podiatric physicians** as the **preferred providers** of medicine and surgery of the foot, ankle and lower extremity in the state of Florida and elevate public knowledge of podiatric medicine and surgery at all levels throughout the state.

## EDITORIAL CALENDAR

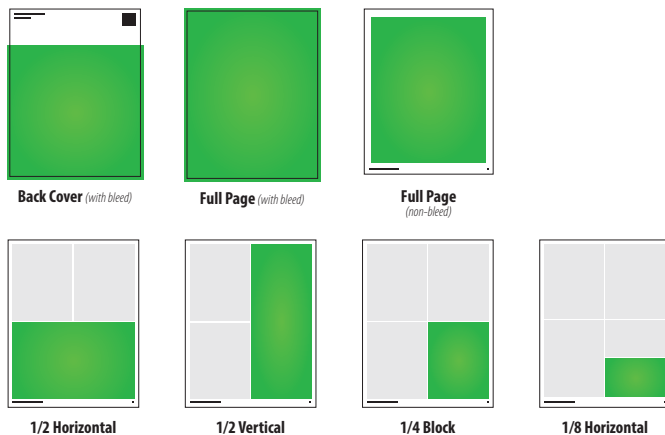
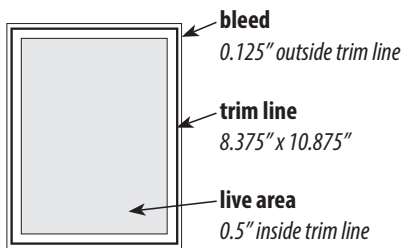
Ad Sales Close / Artwork Due	Delivered to Members
9/3/2018	October/November

## SPECIFICATIONS

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
Back Cover*	8.375" x 8.3"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page Block	3.875" x 4.937"
1/8 Page Horizontal	3.875" x 2.34"

\* **Full-page ads are intended to bleed off the page** (see example)

- ◆ Please include an **additional 0.125" of bleed** on each side of page
- ◆ Keep all important information at least **0.5" from the trim line**



## FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
  - Please embed or include all fonts and graphics.
  - Full-page cover and tab ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
  - Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
- NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
  - If you're ready to send us your ad, you can email it to us at [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com).
- Please upload files over 5 MB to our secure site.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

## PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *FPMA Footprints*.

## PLEASE CONTACT

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