

SOBeFiT Magazine accepts only InDesign, Photoshop, Illustrator or PDF files in CMYK format. We do not accept Quark files.

**FINISHED TRIM SIZE**  
8.5" x 10.375"

**BINDING METHOD**  
Perfect Bound

**LINE SCREEN**  
200

**IMPORTANT NOTES**

All PSD, Tiff, JPG and EPS files should be flattened. Illustrator files should be saved as EPS files, with all images embedded and all fonts converted to outline. InDesign files should be packaged with all links and fonts included. All images used in the ad should be CMYK and at a resolution of 300 dpi. We do not accept those in RGB format.

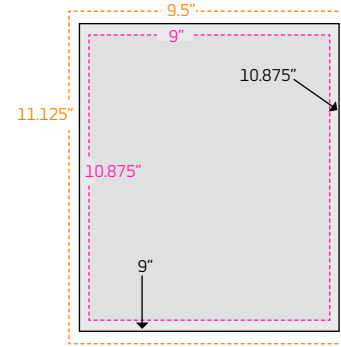
If color **IS** critical, send a CD with desktop files and a color proof.

Our printer recommends at least a 3/16" safety area of no live text from the trim and 1/2" from the spine. Doing this helps prevent important text from possibly getting trimmed off or disappearing into the spine during the final cutting and binding process.

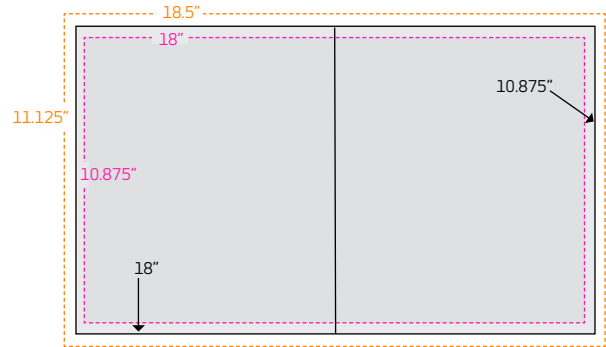
**PDF FILES**

PDFs may be provided as PDF/X1a file format, or please call 305.375.9595 x219 for PDF job options.

When placing images in your layout program, make sure your document is flattened before creating a PDF. This applies to layered graphics such as Photoshop PSD files or layered Illustrator files. Transparency can also cause a problem. Flattening your layout will show you any problems that may arise later.



**FULL PAGE**  
Live Area: 8.5" x 10.375"  
Trim: 9" x 10.875"  
Bleed: 9.5" x 11.125"



**SPREAD**  
Live Area: 17.5" x 10.375"  
Trim: 18" x 10.875"  
Bleed: 18.5" x 11.125"



**HALF-PAGE MARKETPLACE**  
Live Area: 8" x 4.7"  
Bleed: none  
Marketplace section only.

**DELIVERY OF MATERIALS**

**MAIL**  
SOBeFiT Magazine  
Sales Department  
1201 Brickell Avenue, Suite 320  
Miami, Florida 33131

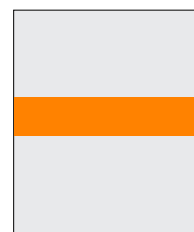
**FTP**  
For FTP instructions, please contact Sales at 305.375.9595 or e-mail [advertising@sobefitmagazine.com](mailto:advertising@sobefitmagazine.com)

**EMAIL**  
If the ad is under 5MB it can be e-mailed to: [advertising@sobefitmagazine.com](mailto:advertising@sobefitmagazine.com)

**PRODUCTION CONTACT**  
Adriana Garcia 305.375.9595 x219  
[agarcia@sobefitmagazine.com](mailto:agarcia@sobefitmagazine.com)

**CREATIVE OPTIONS**

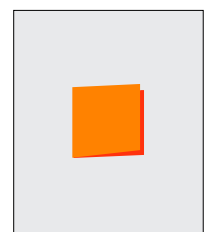
For inserts and other creative options, please contact your sales representative.



PAPER BAND



GATEFOLD



INSERT / FULL PAGE OR TIP IN