



Florida Trail Association

5415 SW 13th St Gainesville, FL 32608-5037
352-378-8823 or 1-877-HIKE-FLA
www.floridatrail.org



The Florida Trail *Footprint* 2009-2010 Ad Insertion Order

Fax to: 352-378-4550
Email to: publications@floridatrail.org

INSTRUCTIONS

Mark the appropriate boxes to indicate ad size and issue(s)
Ads must be 300 dpi CMYK in TIF, PDF, or EPS format at selected size (contact FTA for exact dimensions). Mail to the above address or send by email to publications@floridatrail.org

INSERTIONS

	Cost Per Insertion	Fall 2009	Winter 2010	Spring 2010	Summer 2010	FULL YEAR
Full page	\$960					\$3,460
1/2 page	\$600					\$2,160
1/4 page	\$300					\$1,080
1/8 page	\$150					\$540
Insertion deadline		Aug 1	Nov 1	Feb 1	May 1	

10% additional charge for back cover positioning; 5% additional charge for inside cover positioning
For guaranteed positioning, please contact the FTA office. All rates are for full-color ads. Black & white ads are offered at a 20% discount.

PUBLICATION SPONSORSHIP

For information on sponsoring an issue of the *Footprint* or being an annual sponsor of the *Footprint*, please contact the FTA office.

CONTACT INFO

Your name _____ phone _____
Company _____
Billing Address _____
Email _____

PAYMENT

- My check is enclosed Send me an invoice (30 days net)
- Bill my credit card (Visa, Mastercard, American Express, Discover)

Credit card # _____ Expiration: _____

Name on Card _____ Security Code _____

ORDER TOTAL \$ _____

I authorize the Florida Trail Association, Inc. to bill me for this insertion

Signature _____ Date _____

Ad Sizes

Full page bleed	8 3/4" x 11 1/4" trimmed to 8 1/4" x 10 7/8"
Full page (no bleed)	7 1/2 x 10"
1/2 page rectangle	4 3/4 x 7 1/2"
1/2 page horizontal	7 1/2 x 4 3/4"
1/2 page vertical	3 5/8 x 10"
1/4 page vertical	3 5/8 x 5"
1/8 page vertical	3 5/8 x 2 1/2"

Ad Specs

Ads must be print ready, delivered as PDF, EPS, or TIF files at 300 dpi CMYK at the appropriate size as outlined above. If you desire for us to create an ad for you, send a rough sketch along with artwork with your insertion order. Our one-time setup charge is \$75 per hour for graphic design.

2009 Ad Deadlines

Issue	Reserve by	Materials by
Winter	Oct 15	Nov 1
Spring	Jan 15	Feb 1
Summer	Apr 15	May 1
Fall	July 15	Aug 1

Please fax the enclosed insertion order or email publications@floridatrail.org with your order. Reserve early to ensure your spot. Each issue is mailed to readers two weeks prior to cover date and continues to be distributed throughout the cover date period.

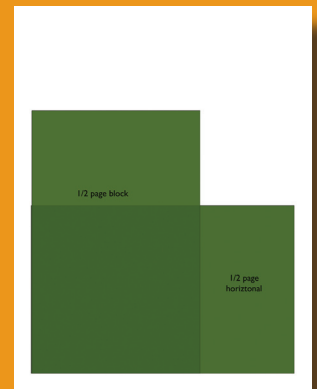


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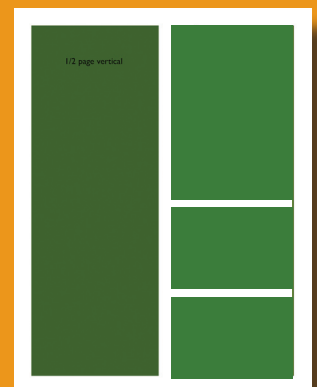
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**full page
no bleed**



**half page
rectangle &
horizontal**



**half page
vertical and-
quarter &
1/8 page**

visit us online
www.floridatrail.org