

Electronic Art Specifications

All ads are BLACK AND WHITE with no bleeds, sized to the dimensions selected. Electronic art is preferred and can be submitted in any one of the following formats *via* e-mail or CD-ROM, along with a hard-copy printout of the ad submitted by mail or fax to 813-272-2784: Page-maker 6.0 or 6.5, Microsoft Publisher, Photoshop, TIFF (300 dpi), EPS, or PDF. Please include ALL fonts and placed graphics with electronic files. For technical questions about the electronic production of your ad, contact Lyra Logan at 813-272-2772 or molivera@fefonline.org.

Camera-Ready Art Specifications

Good quality laser prints as camera-ready art at 133 line/dot screen are acceptable and will be scanned for inclusion in the program. Quality cannot be guaranteed, so electronic art is preferred.

Terms and Conditions of Agreement

- ◆ The Florida Education Fund (FEF) will determine the ad placement within the book. Special requests can be made in writing and will be accommodated if possible.
- ◆ In the event FEF is not able to publish the program book, the advertiser is entitled to a full refund of any payment for advertising.
- ◆ If the advertiser fails to deliver the ad by February 13, 2017, FEF reserves the right to cancel the ad.
- ◆ FEF reserves the right to reject any ad which, in our opinion, would be offensive to our design or content standards. In such case, any payment made by the advertiser will be returned in full.
- ◆ The advertiser shall assume full responsibility for the content of the advertisement. All ads are accepted and published based upon the assumption that the advertiser is authorized to publish the ad and its contents, and that no advertiser has submitted an ad that is in violation of patent, copyright, or artist's first right of publication. The advertiser assumes all liability for claims or suits based upon content, subject matter, or placement of an ad.
- ◆ FEF assumes no liability for errors in or omission of an ad, or placement of an ad, beyond the cost of the ad.