

**THE STUDIOS OF KEY WEST
AD SPECS FOR 2020/21 CATALOG**

DEADLINE: Sept 25, 2020

FORMATS FOR FINAL SUPPLIED ART:

- **PDF, EPS, TIFF or JPEG**, 300 dots per inch saved at 100%. Please convert type to outlines if applicable.
- Color Space: CMYK for Color Ads, Grayscale for Black & White Ads
- Custom colors (spot or Pantone) are not available.

SIZES FOR FINAL SUPPLIED ART:

WATERSPOUT (listing only) – standard price \$250
n/a

TROPICAL STORM (business card) – standard price \$500
3.25" w x 1.5" h

HURRICANE FORCE (quarter page) – standard price \$1,250
3.25" w x 4.125" h

STORM SURGE (half page) – standard price \$2,500
3.25" w x 8.5" h (vertical) OR 6.75" w x 4.125" h (horizontal)

CATEGORY 5 (full page) – standard price \$5,000
6.75" w x 8.5" h