



THE LEADING VOICE FOR HISTORIC PRESERVATION IN FLORIDA

The mission of the Florida Trust for Historic Preservation is to promote the preservation of the **architectural, historical and archaeological heritage** of the state. Florida Trust's biannual publication, *The Florida Preservationist*, is available in both print and digital formats for its members, history and historic preservation professionals in Florida and the U.S.



Each issue will be featured in Florida Trust's **extensive social media network**.

\$13.5

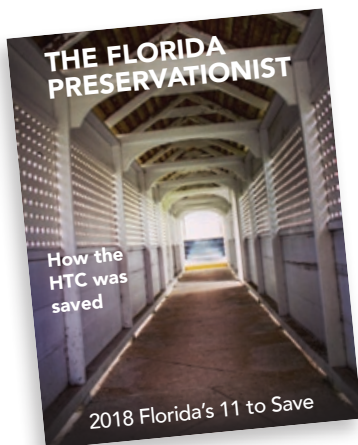
billion was invested in **rehabilitation for existing residential and non-residential property** each year between 2005 and 2008.

40

years of service as the state's nonprofit historic preservation organization.



The Florida Preservationist is featured on FTHP's website, floridatrust.org, which has an average of **5,000 monthly page views**.



THE FLORIDA PRESERVATIONIST RATE STRUCTURE

Size	1x	2x
Covers	\$2,100	\$1,700
Full Page	\$1,400	\$1,000
1/2 Page	\$950	\$675
1/3 Page	\$750	\$525
1/4 Page	\$575	\$400
1/6 Page	\$450	\$325
1/9 Page	\$325	\$250

Covers include: inside front cover, inside back cover and back cover.

Discount
FTHP members receive a 20% discount!

The Florida Preservationist is available to nonprofit organizations, architects, community developers, engineers, contractors, and city and county planners throughout Florida. When our members are ready to contract services and products for their businesses, **make sure they think of you first.**

EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Members
2/19/2018	April 2018
8/6/2018	October 2018

DIGITAL ADVERTISING

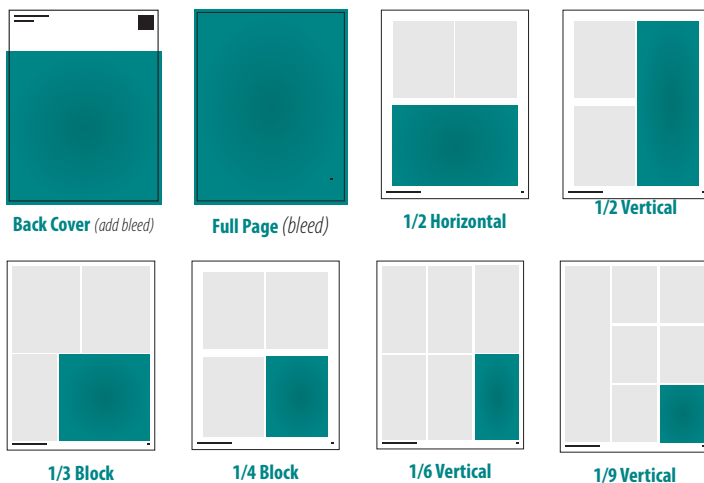
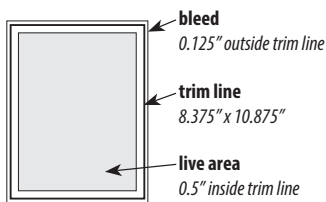
Rates vary. Please contact Innovative Publishing at 844.423.7272 or advertise@innovativepublishing.com for details.

SPECIFICATIONS

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.3"
Full Page*	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"
1/9 Page Vertical	2.5" x 3.25"

* **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. 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 *The Florida Preservationist*.

PLEASE CONTACT

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