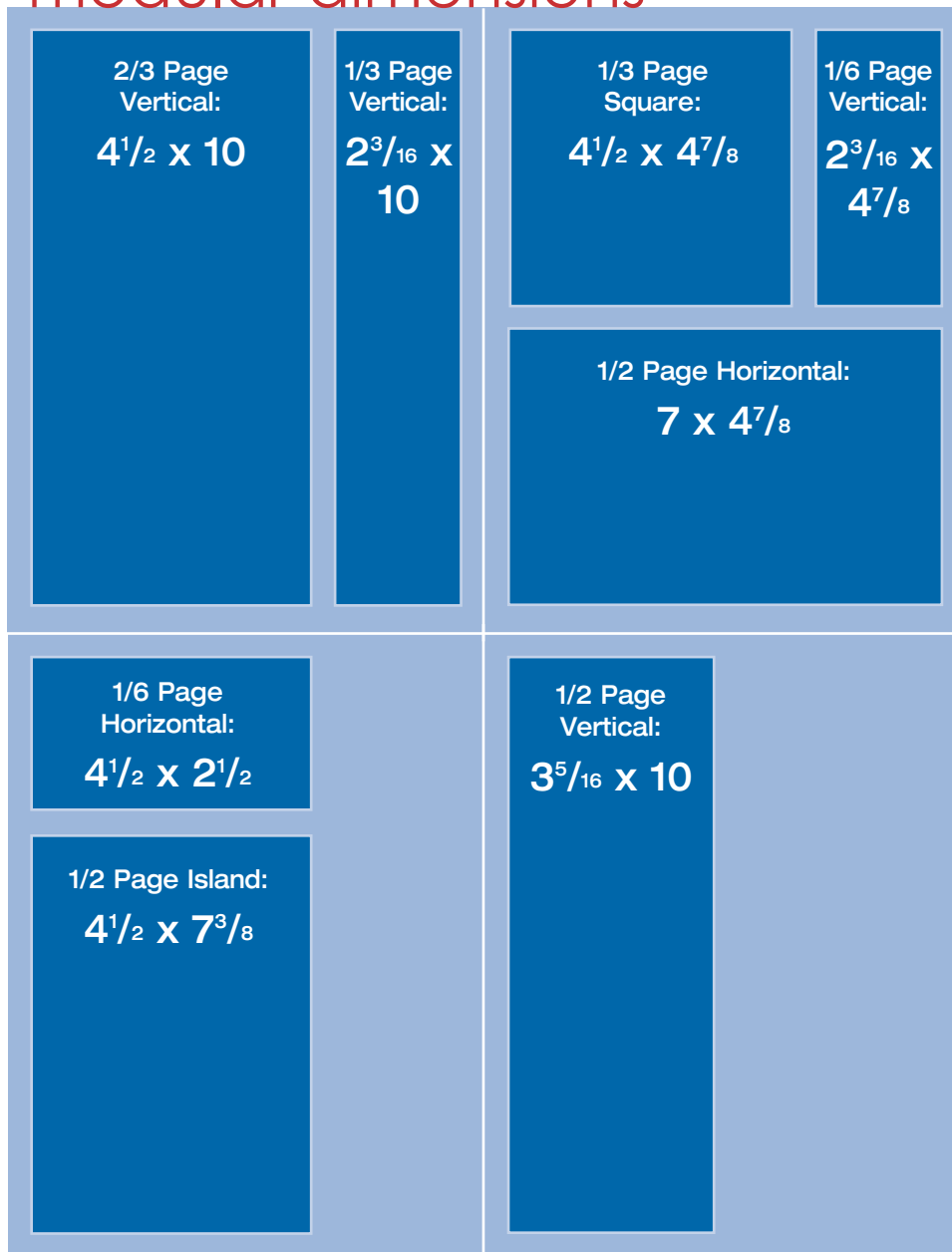


mechanical requirements

modular dimensions



Full page trim size: $8\frac{1}{8} \times 10\frac{7}{8}$
 Full page bleed: $8\frac{3}{8} \times 11\frac{1}{8}$

Spread trim size: $16\frac{1}{4} \times 10\frac{7}{8}$
 Spread with bleed: $16\frac{1}{2} \times 11\frac{1}{8}$

All measurements are in inches. Ad content must fit in trimmed area $8\frac{1}{8} \times 10\frac{7}{8}$ ". To ensure content does not get cut off, Super Floral Retailing suggests fitting all content at least $\frac{1}{4}$ " from the trim edges and bleeding only the images to $8\frac{3}{8} \times 11\frac{1}{8}$ ".

Additional mechanical specifications on separate enclosure

Send all advertising materials to:

**Super Floral Retailing
 Advertising Department
 3300 SW Van Buren
 Topeka, KS 66611**

**(800) 355-8086
 (785) 266-0888
 Fax: (785) 266-0333**

tboohar@superfloralretailing.com

New accounts: The first ad placed by a new advertiser is to be prepaid. After the first ad, credit terms are available upon approval of a credit application.

Cancellations: A charge of 50% of the space cost, plus any applicable production costs, will be made for any advertising canceled after the deadline.

Additional Services: Please call for price quotes on Inserts, Gatefolds, Posters, Reply Cards, Mini Catalogs and Post-it® Notes.

rates

four color

	1x	3x	6x	12x
Full page	\$3,250	\$2,995	\$2,890	\$2,590
2/3 page	2,705	2,500	2,445	2,185
1/2 page	1,995	1,950	1,895	1,690
1/3 page	1,295	1,245	1,195	1,135
1/6 page	965	935	885	835

black & white

	1x	3x	6x	12x
Full page	\$2,250	\$2,080	\$1,950	\$1,740
2/3 page	1,715	1,565	1,440	1,170
1/2 page	1,320	1,200	1,125	910
1/3 page	710	675	615	545
1/6 page	560	520	480	435