

Specifications

Publication Date:

HolsteinWorld: 1st of each month
Western DairyBusiness: 1st of each month
Midwest DairyBusiness: 15th of each month
Northeast DairyBusiness: 15th of each month

Please indicate the publication name, issue date, and advertiser on the file and proof.

Closing Date: 5th of each month preceding the publication date. No cancellations allowed after closing date. Materials are due the 10th of each month.

Inserts: Inserts are accepted on a price quote basis.

Format: Printed Web Offset and Saddle Stitched

Trim Size: 8-1/8 X 10-7/8 inches

Preferred Supplied Materials:

- **Electronic Files:** We accept electronic (desktop published) files on MAC formatted CD or DVD's. Electronic files must include all fonts and support documents along with finished ad files. Please include a 100% scale printed color or black and white proof of the completed files to check positioning.
- **Software Formats:** MAC based Quark Xpress™ (vers. 6.01), Adobe InDesign (vers. CS) and Adobe Photoshop™ (vers. CS). If your software differs from above, please contact Maria Bise, Production manager, at 800.334.1904 extension 236.
- Spreads need to be set up as individual pages.
- Line art must be 600 dpi.TIFF formats.
- Four color and grayscale files must be 300 dpi.TIFF formats. Color images must be CMYK format.

Digital Photos: We accept digital photos in their RAW format only. Camera images must be CMYK format.

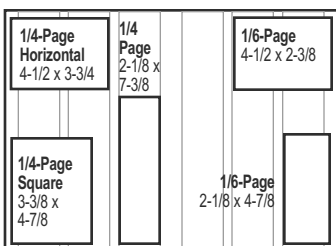
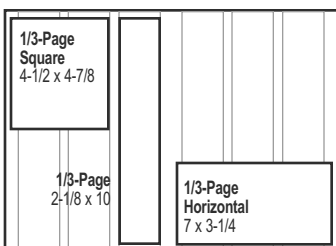
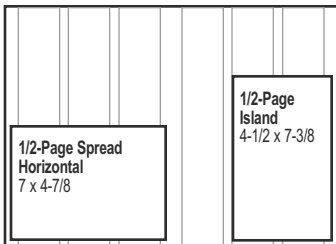
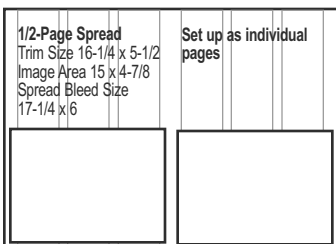
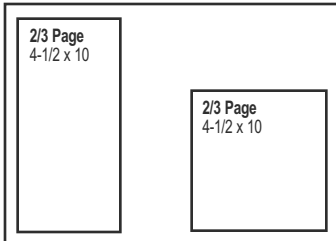
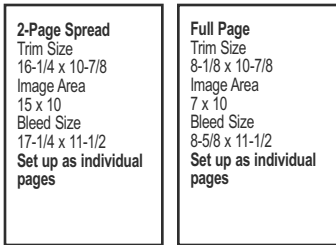
PDF File Settings: Resolution 2400dpi, Binding Left, Color Bitmap Images 300 dpi, Grayscale Bitmap Images 300 dpi, Monochrome Bitmap Images 1200 dpi, Compression: CCITT Group 4, Compress Test and line art. Format: Postscript Job, Binary, Level 2 only, Font inclusion: All. Page Size: 8.12 x 10.87 allow 1/2" for bleed. All four color files should be CMYK.

E-mail address: production@dairybusiness.com

Forwarding Electronic Files: Electronic files forwarded to any other publication will be subject to a \$40.00 charge. Blueline drop-in/corrections are subject to a \$150.00 charge.

Send Production Materials to:

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Column Inch: 2-1/8 x 1"
 1/9 Page: 2-1/8 x 3"
 Business Card: 3-1/2 x 2"