

Publication Date:

<i>Holstein World</i>	1 st of each month
<i>Western DairyBusiness</i>	1 st of each month
<i>Midwest DairyBusiness</i>	15 th of each month
<i>Northeast DairyBusiness</i>	15 th of each month

Closing Date: 5th of each month preceding publication date. No cancellations allowed after closing date. Materials are due the 10th of each month. Materials must be on time and correct to receive agency discount.

Inserts: Inserts are accepted on a price quote basis.

Format: Printed Web Offset and Saddle Stitched

Trim Size: 8.125 x 10.875 inches

Preferred Supplied Materials:

- **Electronic Files:** We accept electronic (desktop published) files on MAC formatted CD or DVD, only. Electronic files must be High Resolution PDF's or include all fonts and support documents along with finished ad files.
- **Software formats:** MAC based Adobe InDesign™ (vers. CS3), Quark Xpress™ (vers. 6.01) and Adobe PhotoShop™, (vers. CS3). If your software differs from above, please contact our production department at 800-334-1904, ext. 222
- Line art must be 800dpi .TIF formats.
- Four color and grayscale files must be 300dpi .TIF formats.
Color images must be CMYK format.

Digital Photos: We accept digital photos in their RAW format only. Camera resolution must be at least 1280x960dpi.

PDF Files Settings: Resolution 2400dpi, Color Bitmap images 300dpi, Grayscale Bitmap Images 300dpi, Monochrome Bitmap images 1200dpi. 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 .25" bleed. All four color files should be CMYK. **Please do not include bleed marks, registration marks, color bars or page information. Crop marks only.**

E-mail address: production@dairybusiness.com

Please indicate the publication name, issue date, and advertiser.

Large files can be uploaded to our FTP site at:

<http://www.dairybusiness.com/upload.html>

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:

Production Department

DairyBusiness Communications

6437 Collamer Road, East Syracuse, NY 13057-1031

(800) 334.1904 ext. 222 • (315) 703.7988 fax

production@dairybusiness.com

Full Page

8.125" x 10.875"

8.625" x 11.375" w/bleed

Live Area

7.125" x 9.75"

2 Page Spread

16.25" x 10.875"

16.75" x 11.375" w/bleed

2/3 Page

4.7083" x 9.75"

7.125" x 6.4167"

1/2 Page

7.125" x 4.4128"

4.7083" x 7.3333"

1/2 Page Spread

16.25" x 5.3113"

1/3 Page

4.7083" x 4.8125"

2.2917" x 9.75"

7.125" x 3.1667"

1/4 Page

3.5035" x 4.8125"

4.7083" x 3.5"

1/6 Page

2.2917" x 4.8125"

4.7083" x 2.333"

1/9 Page

2.2917" x 3.15"

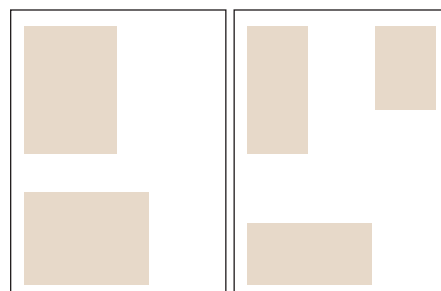
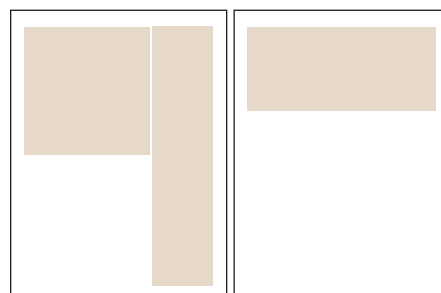
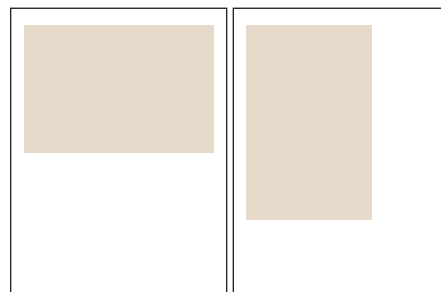
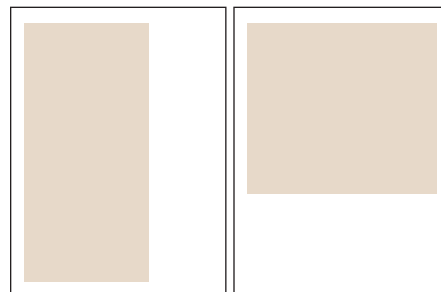
Business Card

3.5104" x 1.85"

Column Width

2.2917"

Please include .25" bleed on all ads.



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