



OFFICIAL 2019 PROGRAM Production Specs

Production Specs

Publication Date: July 6, 2019

Closing Date: June 1, 2019

Format: Printed Web Offset and Saddle Stitched

Trim Size: 8.125" x 10.875"

Inserts: Accepted on a price quote basis

Terms:

- Advertising is invoiced upon publication. Cash discounts of 2% per month are available for advance payment. Finance charge of 2% per month added for accounts overdue after 30 days.
- 15% discount for full edition ads applied when advertiser supplies complete digital files before materials deadline.

Preferred Supplied Materials:

- Electronic Files: Electronic files must be High Resolution PDF's or include all fonts and support documents along with finished ad files.
- Software Formats: PDF, Adobe InDesign™ and Adobe PhotoShop™.
- Line Art: 800dpi .TIF formats. Image Files: 300dpi .TIF formats. **Color images must be CMYK.**

PDF File 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 color files should be CMYK. Please do not include bleed marks, registration marks, color bars or page information.

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

Send production materials to:

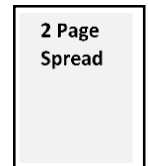
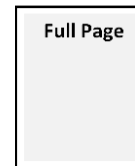
production@dairybusiness.com cc: bwoodruff@dairybusiness.com
Please indicate Empire Farm Days Official Program and advertiser's name.

Advertising Sizes

Full Page

8.125" x 10.875"

8.625" x 11.375" w/bleed



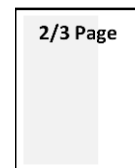
Live Area

7.125" x 9.75"

2 Page Spread

16.25" x 10.875"

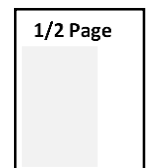
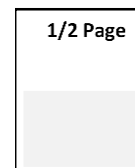
16.75" x 11.375" w/bleed



2/3 Page

4.7083" x 9.75"

7.125" x 6.4167"



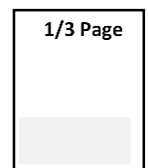
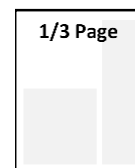
1/2 Page

7.125" x 4.8125"

4.7083" x 7.3333"

1/2 Page Spread

16.25" x 5.3113"

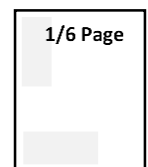
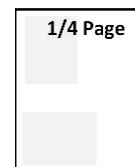


1/3 Page

4.7083" x 4.8125"

2.2917" x 9.75"

7.125" x 3.1667"



1/4 Page

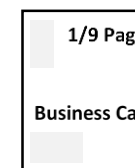
3.5035" x 4.8125"

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