



SPACE

WIDTH X DEPTH

WITH BLEED

SPACE	WIDTH X DEPTH	WITH BLEED
Double Page Spread	15.125 x 10	16.5 x 11.125
1/2 Double Page Spread	15.125 x 4.875	16.5 x 5.55
Full Page	8.125 x 10.875 trim (7 x 10 type safety area)	8.375 x 11.125
2/3 Page Horizontal	7 x 6.25	8.375 x 7
2/3 Page Vertical	4.625 x 10	5 x 11.125
1/2 Page Horizontal	7 x 4.875	8.375 x 5.55
1/2 Page Island	4.625 x 7.5	-
1/2 Page Vertical	3.375 x 10	4.125 x 11.125
1/3 Page Horizontal	7 x 3.25	8.375 x 4
1/3 Page Square	4.625 x 4.875	-
1/3 Page Vertical	2.25 x 10	-
1/4 Page Horizontal	7 x 2.25	8.375 x 2.94
1/4 Page Square	3.375 x 4.875	-
1/6 Page Vertical	2.25 x 4.875	-



AD BUILDING SPECIFICATIONS

Proper file construction is essential to avoid costly delays and revisions during production and will ensure satisfactory reproduction. Files not meeting our ad-building standards will be returned to the file provider for repairs. Costs incurred from problematic files are the responsibility of the file provider. Ad size templates are available for download from our ftp site in InDesign, Illustrator, Photoshop and Quark formats. We highly recommend you use them in the creation of your ad to ensure we don't return your ad for revisions, due to incorrect sizing.

IMAGES: Images MUST be 300 dpi. Images MUST be saved as CMYK EPS or TIFF and must be in CMYK format before placed in your ad. Images must NOT contain compression of any kind such as JPEG, LZW, G3, G4. **PDF 1.7 recommended**

FONTS: All fonts MUST be embedded. Do NOT use artificial bold, italics, outlines, etc. Do not use Multiple Master Fonts.



DOCUMENT STRUCTURE

TRIM SIZE: 8.125" x 10.875", type safety area 7" x 10" (Items within .25" of the trim size are at risk of being trimmed off during printing and/or finishing.)

BLEED: Minimum .125" beyond trim size.

TRIM/BLEED MARKS: Required and MUST NOT touch the ad in any way. They should be set a minimum of .125" away from the trim edge.

COLOUR: CMYK colours only. No Pantone or spot colours of any kind. Black type MUST be 100%K and not rich black.

PDFs: Please DO NOT include OPI information during your PDF-creation process.

Better Farming

Ad Submission

Where to Send Your Files.

Files may be submitted via ftp upload or by e-mailing admaterial@betterfarming.com (please also e-mail a copy of your ad to your sales rep). When sending files via e-mail or ftp, please use StuffIt or WinZip to minimize file sizes and ensure efficient transmission.

You may also submit a SWOP approved digital proof made from the same file sent to us. If you choose not to send a proof or any proof that is not SWOP approved, AgMedia Inc. cannot be held responsible for accuracy of the final printed ad. Visit www.swop.org for a list of SWOP accredited proofing systems.

Please note that files will be kept at AgMedia for a maximum of 18 months from the date of last issue.

If you have any questions or concerns regarding the creation of your ad, please feel free to contact us at admaterial@betterfarming.com and we'll be more than happy to assist you.

MECHANICAL SPECIFICATIONS

TRIM SIZE: 8.125" x 10.875"

PRINTING: Web Heat Set

BINDING: Saddle Stitch

HALFTONE SCREEN: 133 lpi

AD FORMAT:

Native file submissions may incur additional processing charges.

FTP DETAILS



Better Farming ads

Host: [ftp.betterfarming.com](ftp://ftp.betterfarming.com)

Username: [bfarminaduploads](ftp://ftp.betterfarming.com)

Password: [bfarm4u](ftp://ftp.betterfarming.com)

Better Pork ads

Host: [ftp.betterfarming.com](ftp://ftp.betterfarming.com)

Username: [bporkaduploads](ftp://ftp.betterfarming.com)

Password: [bpork4u!](ftp://ftp.betterfarming.com)