

# Mechanical Ad Requirements

Publication Size: 11" x 13-3/4" Column Width: 2-1/4"; 4 columns per page

Space Size	Width and Depth
Front Cover Banner.....	9-3/4" x 3"
Front Cover Ear.....	2-1/4" x 3-1/2"
Tabloid Page.....	9-3/4" x 13"
Tabloid Spread.....	20-3/4" x 13"
3/4 Page Horizontal.....	9-3/4" x 10"
3/4 Page Vertical.....	7-1/4" x 13"
Junior Page.....	7-1/4" x 10"
Junior Spread.....	15-3/4" x 10"
1/2 Page Horizontal.....	9-3/4" x 6-3/4"
1/2 Page Vertical.....	4-3/4" x 13"
1/2 Page Spread.....	20-3/4" x 6-3/4"
1/3 Page Horizontal.....	9-3/4" x 4-3/8"
1/3 Page Standard.....	7-1/4" x 6-5/8"
1/3 Page Vertical.....	4-3/4" x 8-7/8"
1/4 Page Horizontal.....	7-1/4" x 4-3/8"
1/4 Page Standard.....	4-3/4" x 6-3/4"
1/4 Page Vertical.....	2-1/4" x 13"
1/6 Page Horizontal.....	4-3/4" x 4-3/8"
1/6 Page Vertical.....	2-1/4" x 8-7/8"
<b>Specifics for bleed:</b> (No charge for bleed)	
Tabloid Page Bleed.....	11-1/4" x 14-1/8"
Tabloid Spread Bleed.....	22 1/4" x 14-1/8"
Junior Page Bleed.....	8" x 10-3/8"
Junior Spread Bleed.....	15-3/4" x 10-3/8"
1/2 Page Spread Bleed.....	22-1/4" x 7-1/8"

NOTE: Keep live matter 1/4" from trim size. **Binding:** Saddle-stitched

## DIGITAL AD SPECIFICATIONS

Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines:

**PDF Format:** Advertisers are encouraged to submit PDF files provided that they are prepared for press optimized printing in CMYK with fonts embedded. *Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)*

**Accurate reproduction cannot be guaranteed unless submitted materials conform to SNAP specifications.**

**Preferred Applications:** Adobe InDesign®; QuarkXpress™. If submitting application files, provide all supporting graphics and fonts.

**Photos:** 300 dpi, actual size, CMYK color model, .tif or .eps format

**Illustrations:** 800 dpi minimum for line art; CMYK color model; .eps format with color preview.

**Lettering:** Reproduce all reverse lettering with a minimum of colors using key color for shape of letter and making letter in subordinate colors larger to reduce register problem. Type smaller than 8 point with fine serifs should be avoided.

**Line Screen:** 133-line screen recommended but not to exceed 150; 120-line screen recommended for black and white halftones.

**Color mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

**Tone Value:** Maximum tonal density for 4-color not to exceed 240%.

**Proofs:** Laser printout or .pdf required to show elements; a SNAP-certified proof is recommended for color-critical content. A separate proof is required for each publication in which the ad will appear.

**Media:** Mac or IBM CD/DVD; electronic transfer via email or FTP.

**For complete preparation guidelines and file delivery information, please contact: Sandy Perry, Production Manager, 800-253-3160, ext. 70150.**

Publications are printed on a light-weight premium newspaper stock. Artwork created for coated paper stock may reproduce darker, particularly in three-quarter tone and shadow areas.

Orders and printing material should be sent prepaid directly to Kathy Jordan, Farm Press Publications, 14920 U.S. Highway 61, P.O. Box 1420, Clarksdale, MS 38614. Phone (662) 627-0165. Not responsible for advertising material unless instructions to return at advertiser's expense are furnished with order.

## SPECIAL CLASSIFICATIONS

Preprinted inserts: Call for customized quotes. Inserts should be shipped prepaid to arrive at least three weeks prior to publication date to:

Worldcolor, Insert Receiving Department, 1700 James Savage Road, Midland, MI 48642, 989-698-1426, ATTN: Susan Grabinski  
Shipping ticket should indicate publication, issue date of insert, and quantity enclosed.

## CLASSIFIED ADVERTISING

Rates available on request.

## RATE POLICY AND CONTRACT PROVISIONS

All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the phrase "Advertiser Supplied Information" above any advertisement that, in the Publisher's judgment, too closely resembles the publication's editorial content. The line will be centered above the advertisement and will be set in 12-pt. Helvetica Bold type. "Advertorial" or other labels are not acceptable. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher.

## AGENCY COMMISSION

15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

## SEQUENTIAL LIABILITY

Advertiser and Advertising Agency are jointly and severally liable for payment. Farm Press Publications will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

## CANCELLATION POLICY

Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

## ERROR LIABILITY LIMIT

The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

## SHORT RATE PROTECTION

Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

## RATE CARD IN EFFECT

Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card.

## TERMS OF SALE

Terms of sale are Net 30 (thirty) days from date of invoice.

No cash discounts allowed.

## DEFINITIONS

As used in this section and this rate card, the term "Publisher" shall refer to Farm Press Publications and its parent company.