

Preparing Your Advertisement

Mechanical Specifications

Trim size: 8.125" x 10.875"

Printing: Web Heat Set

Binding: Saddle Stitch

Halftone Screen: 133 lpi

Ad Format: Our preferred file format is PDF/X-1a made to our specifications. Submission of native files may incur additional processing charges.

Connect With Us

Production Office:

87 Queen St. E., Cambridge, Ont.
Canada N3C 2A9

Tel: (519) 220-1708 Fax: (519) 654-9357
admaterial@betterfarming.com

Accounting Office:

21400 Service Rd., R.R. 2, Vankleek Hill, Ont.
Canada K0B 1R0

Tel: (613) 678-2232 Fax: (613) 678-5993
admin@betterfarming.com

Ad Dimensions

Space	Width x Depth	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 5.625
Full Page	8.125 x 10.875 trim (7 x 10 live 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	5.375 x 11.125
1/2 Page Horizontal	7 x 4.875	8.375 x 5.625
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 3.875
1/3 Page Square	4.625 x 4.875	
1/3 Page Vertical	2.25 x 10	
1/4 Page Horizontal	7 x 2.187	8.375 x 2.75
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.

Colour: CMYK colours only. No Pantone or spot colours of any kind.

PDFs: Preferred file format is PDF/X-1a. Please DO NOT include OPI information during your PDF-creation process.

Images

Images MUST be saved as CMYK EPS or TIFF.

Images MUST be 300 dpi.

Images must NOT contain compression of any kind such as JPEG, LZW, G3, G4.

Fonts

All fonts MUST be embedded. Do NOT use artificial bold, italics, outlines, etc.

Document Structure

Trim Size: 8.125" x 10.875", live area 7" x 10" (Items appearing within .25" of the trim size are at risk of being trimmed off during the printing and finishing process.)

Bleed: Minimum .125" beyond trim size.

Trim Marks: are required and MUST BE set a minimum of .125" away from the trim size.

Submitting Your Ad

Files may be submitted via e-mail to admaterial@betterfarming.com, or uploaded to our ftp site. When sending files via e-mail or ftp, please use Stuffit or WinZip to minimize file sizes and ensure efficient transmission. Contact your sales rep for ftp instructions.

Should you wish, 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 on file at AgMedia for a minimum of 18 months from the date of last issue.