

# MARYJANES FARM®

## ADVERTISING SPECIFICATIONS

Note: If ad is submitted digitally and no proof is furnished, *MaryJanesFarm* magazine cannot be held responsible for errors.

### MATERIALS: ACCEPTABLE FORMATS

- PDF/X-1a (PDF created with job options settings compliant with the PDF/X-1a specification). Files should be set up as follows: CMYK only; color and greyscale images sampled to 300 dpi with JPEG compression for maximum quality, 1 bit images sampled to 2400 dpi with CCITT Group 4 compression; all fonts embedded. Remember to change all colors to CMYK process.
- TIFF/IT-P1.
- Native application files (such as QuarkXPress) are NOT acceptable.

### CONSTRUCTION NOTES

- Bleed ads: Build to trim, then manually extend bleeds 1/8" beyond dimensions.
- Live area: Keep live matter within a minimum 1/4" inside full-page trim.
- Page set-up: All material should be submitted as single pages (any spreads should be broken into singles). On spreads, allow 1/2" gutter for headlines crossing center; live matter recommended 3/8" from center line.
- Registration: Registration offset minimum 12 points.
- Ink coverage: Maximum ink coverage should not exceed 300% density, per SWOP standards.

### PROOFING/COLOR GUIDANCE

- Quality control strips must include GATF/SWOP approved control bars, with 5%, 25%, 50%, 75%, and 100% CMYK patches.

### MEDIA

- Send larger files via [www.yousendit.com](http://www.yousendit.com) (smaller files can be submitted to the e-mail address below).
- Label: Advertiser name, issue of *MaryJanesFarm*, production contact's name and phone number.
- Media files will be kept for one year, then destroyed.

### FURNISHED INSERTS

Additional production and shipping information will be provided as needed.

Bleed Ads	Ad Size/Trim	Live Area	Bleed Size	Non-Bleed Ads	Non-Bleed Size	Live Area
2 Pg Spread	16 x 10 7/8	15 1/2 x 10 3/8	16 1/4 x 11 1/8	2 Pg Spread	15 1/2 x 10 3/8	Same
Full Page	8 x 10 7/8	7 1/2 x 10 3/8	8 1/4 x 11 1/8	Full Page	7 1/2 x 10 3/8	Same
2/3 Page Vertical	5 1/16 x 10 7/8	4 13/16 x 10 3/8	5 5/16 x 11 1/8	2/3 Pg Vertical	4 13/16 x 10 3/8	Same
1/2 Page Horizontal	8 x 5 5/16	7 1/2 x 5 1/16	8 1/4 x 5 9/16	1/2 Pg. Horizontal	7 1/2 x 5 1/16	Same
1/2 Page Vertical	3 15/16 x 10 7/8	3 11/16 x 10 3/8	4 1/16 x 11 1/8	1/2 Page Vertical	3 11/16 x 10 3/8	Same
1/2 Page Digest	5 1/16 x 7 5/8	4 13/16 x 7 3/8	5 5/16 x 7 7/8	1/2 Page Digest	4 13/16 x 7 3/8	Same
1/4 Page	n/a	n/a	n/a	1/4 Page	3 11/16 x 5 1/8	Same
1/3 Page Vertical	2 11/16 x 10 7/8	2 7/16 x 10 3/8	2 13/16 x 11 1/8	1/3 Pg. Vertical	2 7/16 x 10 3/8	Same
1/3 Page Square	5 1/16 x 5 5/16	4 13/16 x 5 1/16	5 5/16 x 5 9/16	1/3 Page Square	4 13/16 x 5 1/16	Same
1/6 Page	n/a	n/a	n/a	1/6 Page	2 7/16 x 5 1/8	Same
1/12 Page	n/a	n/a	n/a	1/12 Page	2 7/16 x 2 1/2	Same

### SHIP MATERIALS TO:

Carol Hill, MaryJanesFarm  
[carol@maryjanesfarm.org](mailto:carol@maryjanesfarm.org)

Call with questions: 208-882-6819