

MARYJANES FARM



2013 Production Specifications



	Ad Size/Trim	Live Area	Bleed Size	Non-Bleed Size
2 Page Spread	16 x 10 7/8	15 1/2 x 10 3/8	16 1/4 x 11 1/8	15 1/2 x 10 3/8
Back Cover	8 x 10 7/8	7 1/2 x 10 3/8	8 1/4 x 11 1/8	n/a
Inside Front Cover	8 x 10 7/8	7 1/2 x 10 3/8	8 1/4 x 11 1/8	n/a
Inside Back Cover	8 x 10 7/8	7 1/2 x 10 3/8	8 1/4 x 11 1/8	n/a
Full Page	8 x 10 7/8	7 1/2 x 10 3/8	8 1/4 x 11 1/8	7 1/2 x 10 3/8
1/2 Page Horizontal	8 x 5 5/16	7 1/2 x 5 1/16	8 1/4 x 5 9/16	7 1/2 x 5 1/16
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	2 7/16 x 10 3/8
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	4 13/16 x 5 1/16
1/4 Page	n/a	3 11/16 x 5 1/8	n/a	3 11/16 x 5 1/8
1/6 Page	n/a	2 7/16 x 5 1/8	n/a	2 7/16 x 5 1/8



Circulation: 135,000

2013 production deadlines	Ad Closing	Materials Due	On Sale
	Feb/Mar	11/30/12	12/3/12
Apr/May	2/1/13	2/4/13	3/12/13
June/July	4/5/13	4/8/13	5/14/13
Aug/Sept	6/7/13	6/10/13	7/16/13
Oct/Nov	8/9/13	8/12/13	9/17/13
Dec/Jan	10/4/13	10/7/13	11/12/13

- MATERIALS: ACCEPTABLE FORMATS**
- Note: If ad is submitted digitally and no proof is furnished, magazine cannot be held responsible for errors.
 - PDF/X-1a or TIFF/IT-P1. 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.
 - Native application files (such as QuarkXPress) are NOT acceptable.
- CONSTRUCTION NOTES**
- Bleed ads: Built 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 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 (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/shipping information will be provided as needed.

send ad materials to: for advertising info:

Carol Hill, Design Director
1000 Wild Iris Lane
Moscow, ID 83843
Phone: 888.750.6004
carol@maryjanesfarm.org

John Pagliaro, Publisher
Phone: 203.857.3142
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jpagliaro@maryjanesfarmmag.com