

PRINT AD REQUIREMENTS

Each item listed below must be adhered to for all newspaper print ads. Please verify each item prior to sending files. Ads printing incorrectly due to these requirements not being met are the sole responsibility of the advertiser. Please contact your sales representative if you have any questions regarding these requirements.

***Iowa* Farmer Today**

Farmer Today
Missouri & Illinois

LIVE AREA AD SIZES (NO BLEED)

DISPLAY (ROP) COLUMN WIDTHS	PREMIUM AD DIMENSIONS	FRONT COVER BANNER	CLASSIFIED COLUMN WIDTHS
1 column 1.83"	Full Page 9.75" x 10"	5.79" x 2"	1 column 1.34"
2 column 3.81"	Junior Page 7.77" x 10"		2 column 2.74"
3 column 5.79"	Half Page 9.75" x 5"	WRAPPER	3 column 4.14"
4 column 7.77"	Quarter Page 5.79" x 5"	Front Page 9.75" x 6.25"	4 column 5.54"
5 column 9.75"	Page Spread 20" x 10"	Center Spread 20" x 10"	5 column 6.94"
	Junior Page Spread ... 16" x 10"	Back Page 9.75" x 10"	6 column 8.34"
	Half Page Spread 20" x 5"		7 column 9.75"

***Midwest*MARKETER**

Uses the Display (ROP) sizing for all of its advertising. Front Cover Banner 9.75" x 3"

FILE FORMAT

- A high resolution flattened PDF file is preferred.
- PDF should be compatible with Acrobat 8.
- Embed all graphics and fonts.
- Minimum type size 6 points. We can not guarantee the quality of reverse or color text under 10 points.

COLOR

- Delete unused colors.
- For black and white ads: All artwork in Grayscale mode. Pantone or RGB cannot be used.
- For four-color process ads: All artwork in CMYK mode. Pantone or RGB cannot be used.
- No rich black.
- Total ink density cannot exceed 240% (C-60%, M-70%, Y-70%, K-40%).
- Midtone dot gain is approximately 30%. A 50% dot will print at approximately 80%.

DEADLINES

- ROP (Display) insertion orders and materials are due Thursday, 10:00 AM, the week prior to the issue date.
- Classified and Seedstock deadline is Monday, 4:00 PM, the week of the issue date.
- Midwest Marketer Sale Barn deadline is Tuesday, 4:00 PM, the week of the issue date.

All deadlines are subject to change for holidays or special sections. Please contact your account executive if you have questions.

AD SIZE

- Document size should be equal to live area of the ad.
- All ads sold in 1/4" increments.
- Ads must have a defined border.

IMAGE RESOLUTION

- For best image quality, recommended resolution is 100 pixels/inch for black and white and 300 pixels/inch for color.

FILE SUBMISSION

- Emails for ad submission or FTP upload confirmation should include the account name and the ad run date in the subject line, and contact information within the email message.
- **E-Mail:** production@iowafarmertoday.com
- **Ship to:** IFT Publications, Attn: Production, 1625 Boyson Rd, Ste. 106, Hiawatha, IA 52233
- **FTP:** <ftp://ft pads.farmandranchguide.com>
User: frg_admin Password: ftpAds16
When uploading an ad to the ftp site, please email production@iowafarmertoday.com to confirm upload.

800-475-6655 • 319-398-2640 • FAX: 319-398-2696