

# 2017 color print rates\*



		full page	2/3 page	1/2 page	1/3 page
National	500,000	\$35,700	\$24,990	\$20,206	\$14,280
CattleLink	260,000	\$15,600	\$10,920	\$9,360	\$6,240
Demo Select	260,000	\$18,200	\$12,740	\$10,920	\$7,280

\*All rates are gross. Demographic and geographic buys are available on a customized quote on request.

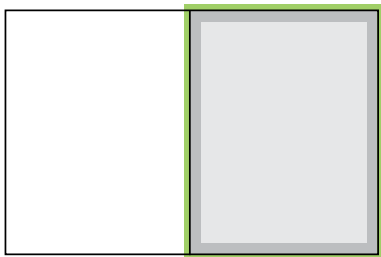
## Print ad sizes

### Ad sizes (including trim)



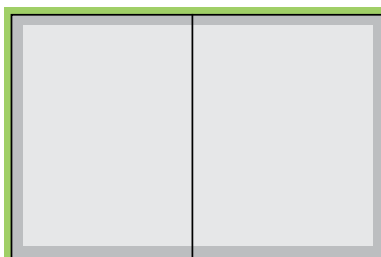
Full page	8" x 10.5"	1/2 horizontal	8" x 5.4"
Spread.	16" x 10.5"	1/3 square (non-bleed)	4.625" x 5"
1/3 vertical	2.95" x 10.5"	1/3 square (bleed)	5" x 5.25"
2/3 vertical	5.25" x 10.5"	Jr. page (non-bleed)	4.75" x 7"
1/2 vertical	4" x 10.5"	Jr. page (bleed)	5.175" x 7.25"

### Full page



- Trim size:  
8" x 10.5"
- Add 0.125" bleed on all sides
  - Keep important text and graphics 0.375" from the trim

### Spread



- Trim size:  
16" x 10.5"
- Add 0.125" bleed on all sides
  - Keep important text and graphics 0.375" from the trim

### DESIGN TIPS

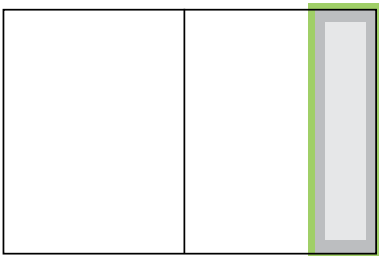
Set your document to the designated trim size and include a 0.125" bleed on all sides.

For best results, please build crop marks at least 0.125" away from trim.

Keep important text and graphics 0.375" from the trim.

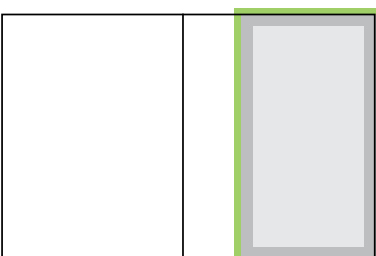
# PRINT RATE CARD

### 1/3 page vertical



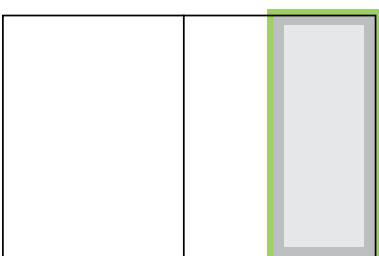
- Trim size:  
2.95" x 10.5"
- Add 0.125" bleed on all sides
  - Keep important text and graphics 0.375" from the trim

### 2/3 page vertical



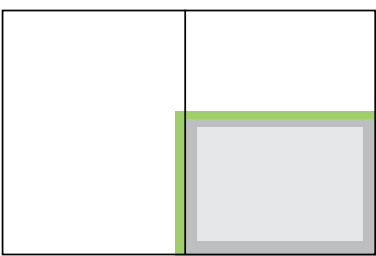
- Trim size:  
5.25" x 10.5"
- Add 0.125" bleed on all sides
  - Keep important text and graphics 0.375" from the trim

### 1/2 page vertical



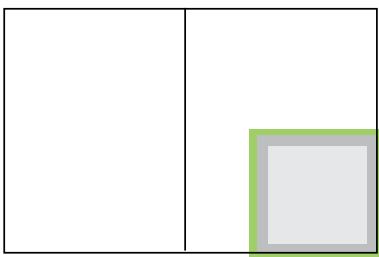
- Trim size:  
4" x 10.5"
- Add 0.125" bleed on all sides
  - Keep important text and graphics 0.375" from the trim

### 1/2 page horizontal



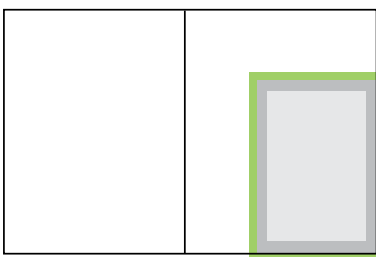
- Trim size:  
8" x 5.4"
- Add 0.125" bleed on all sides
  - Keep important text and graphics 0.375" from the trim

### 1/3 page square



- Non-bleed ad  
Trim size:  
4.625" x 5"
- Ad with bleed  
Trim size:  
5" x 5.25"
- Add 0.125" bleed on all sides
  - Keep important text and graphics 0.375" from the trim

### Junior page



- Non-bleed ad  
Trim size:  
4.75" x 7"
- Ad with bleed  
Trim size:  
5.175" x 7.25"
- Add 0.125" bleed on all sides
  - Keep important text and graphics 0.375" from the trim



# The PROGRESSIVE FARMER



## Print ad specifications

### Printing material requirements

Specifications for Web Offset Publications (SWOP) will apply. No proofs of advertising copy to be set by the publisher will be submitted for the advertiser's approval or correction unless copy, layout, and other necessary printing material is received by The Progressive Farmer in Birmingham, Alabama, on or before closing date.

Note: we advise against crossing the “gutter” in two-page facing ads with either lettering or design that requires near-perfect alignment, as alignment cannot be guaranteed in all copies, due to mechanical variations in manufacture.

### Minimum depth ROP advertisements

One column, 14 lines. Two columns, 28 lines. One and two-column ads exceeding 112 lines in depth must be full-column depth. Three-column advertisements must be full-column depth, except horizontal half page.

Copy change charges per page: four color — \$950; two color — \$650; black & white — \$400.

Agency commissions and charges: agency commission is 15 percent.

### Digital specifications

#### Media

- Desktop applications (e.g. Quark Xpress) saved as PDF/x1a (Distilled from Postscript)
- Laserwriter or AdobePS driver and DDAPv3 PPD should be used when saving a Postscript file
- Only one ad per file
- All high-resolution images and fonts must be included when the Postscript file is saved
- We recommend the use of Type 1 fonts — no font substitutions are allowed



### Mechanical specifications

- Web offset
- Saddle stitched (guides to foot)
- Depth of columns: 140 agate lines or 10 inches
- Three columns to the page, 420 agate lines
- Page type space: 7" wide x 10" deep
- Trim size: 8" wide x 10.5" deep
- Final foot, top, and outside trim: 0.125"



- Images must be SWOP (CMYK or grayscale) and saved in TIFF or EPS format at 300 dpi
- Total area density should not exceed SWOP standard 300 percent TAC
- Images should be CMYK or grayscale only
- Do not nest EPS files into other EPS files
- Do not embed ICC profiles within images
- Do not embed OPI information in files
- All required image trapping will be included in the file
- File must be right reading, portrait mode, 100 percent, with no rotations
- All spot colors not intended to print must be converted to CMYK

#### Document construction

- Build pages to trim and extend bleed 1/8" beyond document page

#### Proofs

- All off-press proofs must include a SWOP approved color bar
- Proofs made using digital proofing systems should use a digital control bar similar to the hard-dot film control bar with the following characteristics: screened areas with rulings of 33 lines per inch with tint values of 25, 50, and 75 percent of each of the primary colors in physical proximity to a solid patch
- Two-color overprints of the same 25, 50, 75 percent, and solids are recommended
- Additional areas such as 1 percent, 2 percent, 3 percent, 5 percent and 95 percent, 97 percent, 98 percent, 99 percent may be useful, especially for digital output
- A gray balance bar must be included on the proof, designed to match the neutral appearance and weight of black tints of three different values, under standard viewing conditions. The three-color gray balance portion of the bar should have the following values: gray balance; black, 75, 50, 25 percent; cyan, 75, 50, 25 percent; magenta, 63, 40, 16 percent; yellow, 63, 40, 16 percent. This color bar could take the form of a manufacturer's color control guide, a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or their digital equivalents. An exposure control element may also be included where appropriate.
- A Digital Proofing Control Bar, provided by the manufacturer, obtained from SWOP, Inc. or created in-house, must be included on all proofs, in order for them to be considered acceptable SWOP proofs. This bar should contain all the elements as described above. Gray balance should appear neutral and similar to that of a SWOP press proof, and the substrate should appear similar in hue and brightness to Textweb Proofing Paper.

- Digital color bars should meet all requirements for color bars contained herein. SWOP has made color bars meeting the above requirements available as a free download in two different formats: <http://www.swop.org/downloads.html>.
- SWOP proof charges: should an advertiser send a proof that does not meet acceptable SWOP standards, a \$100 production charge will be added to the invoice to cover the costs associated with generating a contract proof.

Please send all insertion orders to your sales rep

### Advertising material delivery instructions

A full array of standard preprinted inserts, gatefolds, and other special units are offered by special arrangement. All business reply cards must be checked by our production department to ensure that postal regulations have been met.

Please send ad materials, inserts, and/or coverwraps on disc with a full color proof(s) to:

The Progressive Farmer  
 Attn: Tony Green  
 2204 Lakeshore Drive, Ste 415  
 Birmingham, AL 35209  
[tony.green@dtn.com](mailto:tony.green@dtn.com)

You can also upload ads/artwork to our ftp site. Please drop artwork into the appropriate month's folder.

Site url: [FTP.progressivefarmer.com](ftp://progressivefarmer.com)  
 Username: pfastvertising  
 Password\*: zeVeCr5s

Pre-printed inserts and coverwraps should be sent to:

Quad/Graphics  
 c/o The Progressive Farmer  
 Attn: Erik Perrine  
 100 Duplainville Road  
 The Rock, GA 30285

\*\*Password is case sensitive



[www.dtnpf.com/advertising](http://www.dtnpf.com/advertising)

