

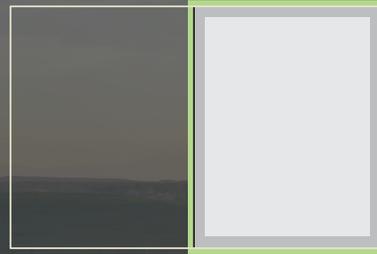
# PRINT SPECIFICATIONS

## 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



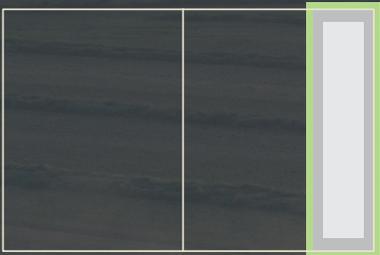
Trim size: 16" x 10.5"

- 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, build crop marks at least 0.125" away from trim.
- Keep important text and graphics 0.375" from the trim.

### 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

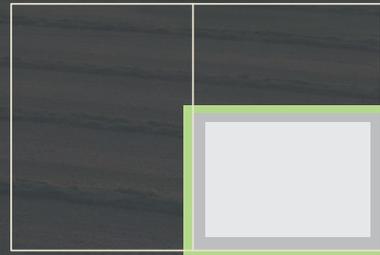
### 2/3 PAGE VERTICAL



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 HORIZONTAL



Trim size: 8" x 5.4"

- Add 0.125" bleed on all sides
- Keep important text and graphics 0.375" from the trim

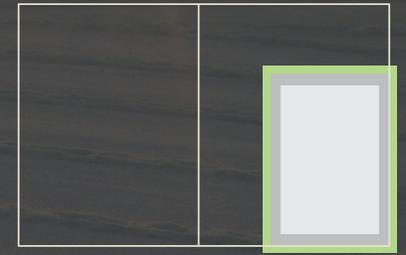
### 1/3 PAGE SQUARE



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

# PRINT 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 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:** \$1,000

**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
- 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

## Mechanical Specs

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"

# PRINT SPECIFICATIONS

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

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.

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.

# PRINT SPECIFICATIONS

## Advertising Material Delivery Instructions

1) PLEASE SEND ALL INSERTION ORDERS TO YOUR SALES REP, TONY GREEN, AND PAM PASSEN

[tony.green@dtn.com](mailto:tony.green@dtn.com) and [pam.passen@dtn.com](mailto:pam.passen@dtn.com)

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

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

3) Ads/artwork can also be uploaded to our ftp site.

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

Please drop artwork into the appropriate month's folder.

4) Pre-printed inserts and coverwraps should be sent to:

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

# DIGITAL SPECIFICATIONS

Submit creative by emailing AdOps @ [adops@dtn.com](mailto:adops@dtn.com) or and your sales representative.

We will acknowledge receipt within 1 – 2 business days and reach out if there are any issues with processing your creative.

Campaign creative should be submitted to DTNPF 5-7 business days prior to scheduled start date to ensure an on-time campaign start.

Signed orders with clearly defined audience parameters should be submitted 7 business days in advance of your campaign start date to ensure an on-time campaign start.

Send all creative swaps after campaign launch to AdOps representative, your sales representative, and/or [adops@dtn.com](mailto:adops@dtn.com).

On-Site Display	On-Site Native
<b>AD SIZES:</b> 300x250, 970x90, 728x90, 300x600, 320x50	<b>Run Date</b>
<b>FORMATS:</b> jpeg, gif, HTML5	<b>Brand</b>
<b>Initial Max File Size:</b> 200kb	<b>Geography</b>
<b>After Load Max File Size:</b> 300KB	<b>Logo</b>
<b>FPS:</b> 24	<b>Brand Name to be displayed</b>
<b>HTML5:</b> <b>Max Loops:</b> 3 <b>Max Animation:</b> 30 <b>Backup JPEG/GIF:</b> 40k <b>RMU Video Control Req.:</b> User Initiated <b>RMU Visible Close Button Required</b> <b>Webfonts:</b> SVG, OTF, TTF <b>ClickTags:</b> iab 2.4.1 pg 11 <b>Trackers accepted</b>	<b>Headline:</b> Max 55 characters (including spaces)
	<b>Thumbnail:</b> 120x90 (JPEG, PNG, GIF) 200k
	<b>Content Summary:</b> Max 120 Characters
	<b>CONTENT PAGE:</b>
	<b>Image Caption:</b> 4 to 10 Words
	<b>Author</b>
	<b>Hosted Content:</b> Please provide Word Doc
	<b>Image:</b> 4:3 Aspect (JPEG, PNG, GIF 200k URL)

# DIGITAL SPECIFICATIONS

1st Party Data Programmatic Standard Display	1st Party Data Programmatic HTML5 Display
<b>AD SIZES:</b> 300x250, 160x600, 728x90, 300x600, 970x250, 320x50	<b>AD SIZES:</b> 300x250, 160x600, 728x90, 300x600, 970x250, 320x50
<b>INTERSTITIAL:</b> Please note that significant delivery toward interstitial sizes may require a pricing adjustment. 320x480 (mobile) 768x1024 (tablet)	<b>INITIAL LOAD SIZE:</b> No Limit <b>Google Max Limit:</b> 150KB
<b>FORMATS:</b> Image & Click URL (PNG, JPG, GIF) Javascript/HTML tags Javascript tags must accept third party click macros	<b>HTML REQUIREMENTS:</b> HTML5 ads must include: <!DOCTYPE html> declaration <html> tag <body> tag Ad format size meta tag within the <head> tag. For example: <code>&lt;meta name="ad.size" content="width=300,height=250"&gt;</code>
<b>INITIAL LOAD SIZE:</b> 40KB or less recommended for scale and performance, 150KB maximum accepted	<b>UPLOAD REQUIREMENTS</b> All code and assets must be referenced using a relative path to resources included in the .ZIP file. UTF-8 must be used for non-ASCII characters When uploading a .zip folder, the maximum number of files included is 40 UTF-8 must be used for non-ASCII characters
<b>Trackers accepted</b>	<b>Trackers accepted</b>

## NOTE:

- Auto-Initiated Audio or Video Play will not be accepted
- All rich media must be in-banner, no expandable banners will be accepted
- Please note it may take up to 24-48 hours for Display, Native and Video creatives to pass through audit. It will take up to 5 business days for CTV/OTT and Audio creatives.

## NOTE:

- Auto-Initiated Audio or Video Play will not be accepted
- All rich media must be in-banner, no expandable banners will be accepted
- For a hosted HTML5, do not hardcode landing page URLs for your creative. This will be set by AdDaptive when the assets are uploaded. Creatives must reference the clickTag parameter in the URL of the creative when it is served in order to properly track clicks and open the landing page provided when assets are uploaded and clicked.

# DIGITAL SPECIFICATIONS

1 <sup>st</sup> Party Data Programmatic Native	
<b>TITLE</b> The title is where the main storyline gets told and should be as detailed as possible to help engage the user.	<b>Max:</b> 55 characters, with spaces included
<b>BODY</b>	<b>Max:</b> 120 characters, with spaces included
<b>IMAGE</b> The main thumbnail in the placement.	1200x627, 800x600, and 600x600 <b>Max file size:</b> 750 KB This can be a JPG or PNG file
<b>ICON</b> Please note this is not the same as the image. This is the brand's logo that is displayed near the Title when the ad is served.	300 x 300 px This can be a JPG or PNG file. Include name of asset assigned to creative
<b>LANDING PAGE</b> The URL the user will be taken to when they click on the creative.	
<b>SPONSORED BY</b> The brand name that the user should associate with the creative.	<b>Max:</b> 25 characters
<b>CALL TO ACTION</b>	<b>Max: 10</b> characters
<b>Trackers accepted</b>	

# DIGITAL SPECIFICATIONS

1 <sup>st</sup> Party Data Programmatic Video	1 <sup>st</sup> Party Data Programmatic Audio	1 <sup>st</sup> Party Data Programmatic Connected TV
<b>AD SIZE:</b> 400 x 300 or larger (video player size) Actual player size varies in live environment	<b>ACCEPTED FILE TYPES:</b> .mp3	<b>AD SIZE:</b> 1280x720 (sometimes notated as 720p)
<b>FORMATS:</b> MP4 or FLV or WebM	<b>ACCEPTED TAG FILES:</b> VAST 2.0	<b>FORMAT:</b> MP4
<b>VIDEO LENGTH:</b> 30 Seconds Max	<b>DURATIONS SUPPORTED:</b> 15 sec, 30 sec, and 60 sec. Required to have 15 or 30 sec accompanying any 60 sec submissions due to limited 60 sec inventory.	<b>VIDEO LENGTH:</b> 15 or 30 Seconds
<b>FILE SIZE:</b> 100 MB Larger files are accepted but significantly reduce available inventory influencing scalability	<b>ACCEPTED AD FILES SIZES:</b> <500 MB	<b>BIT RATE:</b> 14,000 – 15,000 kbps
<b>BIT RATE:</b> 1-2 MB	<b>ACCEPTED COMPANION BANNERS:</b> (Optional) 300x250 Static .jpg	<b>VIDEO ASPECT RATIO:</b> Recommended 16:9
<b>VIDEO ASPECT RATIO:</b> Recommended 16:9, Accepted 4:3	<b>1X1 IMAGE-BASED TRACKING PIXEL:</b> Accepted *separate tracking pixels for companion banners CANNOT be accepted*	<b>3RD PARTY SERVED:</b> VAST 2.0
<b>FRAME RATE:</b> 24-25 or 29-30 FPS	<b>CLICK TRACKER ACCEPTED:</b> *separate tracking pixels for companion banners CANNOT be accepted*	<b>TRACKING PIXEL:</b> Supported only to track Impressions, Clicks, and Quartile Completion  <b>NOTE:</b> Do not include segment pixels in your inline VAST code, because they will not load in the SDK  Viewability reporting is not supported for OTT creatives  VPAID is not supported for OTT placements, and FLV, WebM and VPAID media types will not be eligible to serve on OTT inventory.
<b>3RD PARTY SERVED:</b> VAST 2.0 and 3.0/VPAID		
<b>TRACKING PIXEL:</b> Impression, click redirect, and event		
<b>ACCEPTED CLICK-THROUGH:</b> URL or Redirect Tag Character Limit: 2048 Characters		
<b>Trackers accepted</b>		

# DIGITAL SPECIFICATIONS

Facebook and Instagram	Twitter
<p><b>SOCIAL DISPLAY:</b></p> <ul style="list-style-type: none"><li>1200x600 or 1080x1080 image</li><li>Primary Text (90 characters)</li><li>Headline (25 characters)</li><li>URL</li></ul>	<p><b>DISPLAY:</b></p> <p><b>Tweet copy limit:</b> 280 characters</p> <p><b>Image size:</b> Minimum width of 600 pixels, but larger images, like 1200 pixels, will look better when users open them. Use any height, just don't exceed the width.</p> <p><b>Aspect ratio:</b> Between 2:1 and 1:1</p>
<p><b>SOCIAL VIDEO:</b></p> <ul style="list-style-type: none"><li><b>4:5 ratio</b></li><li><b>Resolution:</b> least 1080 x 1080 pixels</li><li><b>Primary text:</b> (125 characters)</li><li><b>Headline:</b> (40 characters)</li><li><b>Description optional:</b> (30 characters)</li><li><b>Max file size:</b> 4GB</li><li><b>Max width:</b> 120 pixels</li><li><b>Max height:</b> 120 pixels</li></ul>	<p><b>VIDEO:</b></p> <p><b>Tweet copy limit:</b> 280 characters</p> <p><b>File size:</b> Max 1GB</p> <p><b>Video length:</b> 15 seconds or less, maximum 2 minutes and 20 seconds</p> <p><b>File type:</b> MP4 or MOV</p> <p><b>Video aspect ratio:</b> 1:1 (recommended), but between 2:1 and 1:1 is acceptable</p> <p><b>Size:</b> 1200x1200</p> <p><b>Looping:</b> Video will auto loop if the video is less than a minute</p> <p><b>Branding:</b> Use branding throughout, place logo in upper left corner</p> <p><b>Captions:</b> Closed captioning or text overlay mandatory</p> <p><b>Thumbnail:</b> PNG or JPEG, minimum 640x360 pixels, max 5MB</p>
<p><b>Image Trackers not accepted</b></p>	<p><b>Trackers accepted:</b> Select "Twitter Official" when creating</p>
<p>Click Tracking can be achieved by using click tag URL as landing page URL</p>	

# DIGITAL SPECIFICATIONS

## 1st Party Data eBlasts

- HTML provided by advertiser or 600x800 jpeg or gif Static Ad
- 200KB max for all hosted images
- Subject line provided by advertiser. Do not use any special characters in the subject line as it will not render correctly in all email platforms.

HTML Best Practices	Text Part rules to Respect
Use HTML and not XHTML.	Defining a text section guarantees that all of your recipients will be able to read your e-mail, as some tools open in text mode. In addition, a Multipart message (HTML Version + Text Version) facilitates delivery into inbox (which is the way Campaign Commander sends emails).
DOCTYPE is mandatory	Use basic ASCII, UTF-8 characters to create your message.
Test your code according to W3C standards with: <a href="http://validator.w3.org">http://validator.w3.org</a> . It is very important to be compliant with them. The World Wide Web Consortium (W3C) is an international community that develops open standards of the Web and they are always followed by the ISPs.	Avoid creating a completely different TEXT part than the HTML one, otherwise it could trigger filters.
Use tables for positioning.	
Use a maximum width of 600 or 650 pixels.	
Respect the ratio of approximately 50% TEXT and 50% IMAGES.	
Do not use links to external CSS.	
Do not position items with : Margin, Padding, CSS, ...	
Avoid embedding tables as much as possible (it causes display problems in certain browsers).	
Do not use JavaScript (it is blocked).	
Do not use background images applied to the whole area (these are often blocked).	
Do not use a single image in the body (it can trigger spam filters).	
Avoid the EMBED tag, which enables media to be read (it is blocked sometimes).	
Avoid FORM tags, which are likely not to send anything to the database (and sometimes they are not even displayed in the email).	
Very long lines of code (more than 1000 characters) trigger anti-spam filters.	
Long lines of numbers in disclaimers (bank accounts, long number of codes for example or others) trigger anti-spam filters.	

# DIGITAL SPECIFICATIONS

FieldPosts Podcasts	E-Newsletters
100 seconds total of ad space in each episode	300x250 or 728x90
Open the episode with "this is episode is sponsored by..."	Expansion not allowed for this unit
Name/tagline (10 seconds max)	Max Initial File Size: 200 KB
Space for up to three 30 second spots, can all be different or all the same	File Format: static jpeg or gif
Moderator recorded or have your own voice and music	<b>Labeling Requirements, Font Size, etc.:</b> Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Word doc script or an audio file	<b>Deployment Day:</b> <b>Snapshot</b> - Mon, Tues, Wed, Thru, Fri <b>Renewable Fuels</b> - Mon, Tues, Wed, Thru, Fri <b>Best Of DTNPF</b> - Sat <b>CattleLink</b> - Tues <b>Equipment</b> - Wed
Trackers not accepted	Trackers accepted

# DIGITAL SPECIFICATIONS

## Satellite

CREATIVE UNIT NAME	DIMENSIONS (WXH IN PIXELS)	MAX FILE SIZE	FILE FORMAT	CLICKS THRU TO THE WEB	CLICKS THRU TO ANOTHER PAGE	NOTE(S)
Banner	640x48	10k	gif only	No	Clicks through to the Landing Page	Comes with a FREE Landing Page, click here allowed
Sub Menu	296x396	40k	gif only	No	Clicks through to the Landing Page	Comes with a FREE Landing Page, click here allowed
Screen Saver	640x460	288k	gif only	No	DOES NOT CLICK THROUGH	Don't use a click here button. A phone number and/or website address are required.
Forced Front Page	640x460	288k	gif only	No	DOES NOT CLICK THROUGH	Don't use a click here button. A phone number and/or website address are required.
Landing Page	640x460	288k	gif only	No	DOES NOT CLICK THROUGH	Don't use a click here button. A phone numb and/or website address are required.