

The Progressive Farmer

Print Ad Sizes

Ad Size	Bleed	Trim	Live	Non-Bleed
Spread	16.5 x 11	16 x 10.5	14 x 10	14 x 10
Full Page	8.25 x 10.75	8 x 10.5	7 x 10	7 x 10
2/3 Vertical	5.875 x 10.75	5.625 x 10.5	4.625 x 10	4.625 x 10
1/2 Horizontal	8.25 x 5.75	8 x 5.5	7 x 5	7 x 5
1/2 Vertical	4.625 x 10.75	4.375 x 10.5	3.375 x 10	3.375 x 10
1/3 Vertical	3.5 x 10.75	3.25 x 10.5	2.25 x 10	2.25 x 10
Jr. Page	5.875 x 7.5	5.625 x 7.25	4.625 x 6.75	4.625 x 6.75

* Set your document to trim size and set margins at 0.5 on the inside and the outside, 0.25 on top and bottom and include a 0.125 bleed on all sides

Spread



Ad with no bleed

Document size: 14" x 10"

Ad with bleed

- Live area: 14" x 10"
 - Trim (Doc. size): 16" x 10.5"
 - Bleed: 16.5" x 11"
- (the bleed is 1/8 on all sides)

Full Page



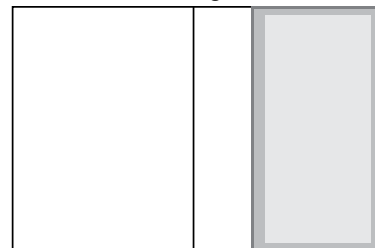
Ad with no bleed

Document size: 8" x 10.5"

Ad with bleed

- Live area: 7" x 10"
 - Trim (Doc. size): 8" x 10.5"
 - Bleed: 8.25" x 10.75"
- (the bleed is 1/8 on all sides)

2/3 Page



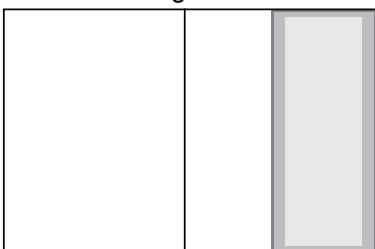
Ad with no bleed

Document size: 4.625" x 10"

Ad with bleed

- Live area: 4.625" x 10"
 - Trim (Doc. size): 5.625" x 10.5"
 - Bleed: 5.875" x 10.75"
- (the bleed is 1/8 on all sides)

Half Page Vertical



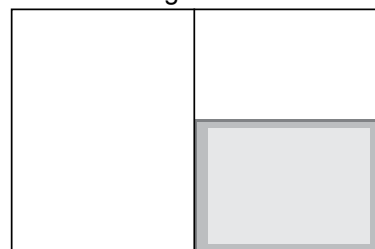
Ad with no bleed

Document size: 3.375" x 10"

Ad with bleed

- Live area: 3.375" x 10"
 - Trim (Doc. size): 4.375" x 10.5"
 - Bleed: 4.625" x 10.75"
- (the bleed is 1/8 on all sides)

Half Page Horizontal



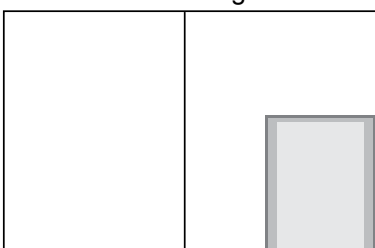
Ad with no bleed

Document size: 7" x 5"

Ad with bleed

- Live area: 7" x 5"
 - Trim (Doc. size): 8" x 5.5"
 - Bleed: 8" x 5.75"
- (the bleed is 1/8 on all sides)

Junior Page



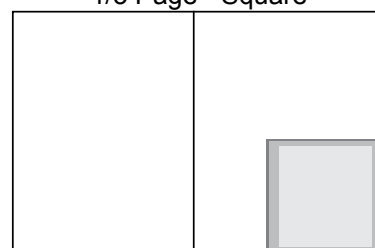
Ad with no bleed

Document size: 4.625" x 6.75"

Ad with bleed

- Live area: 4.625" x 6.75"
 - Trim (Doc. size): 5.625" x 7.25"
 - Bleed: 5.875" x 7.5"
- (the bleed is 1/8 on all sides)

1/3 Page - Square



Ad with no bleed

Document size: 4.625" x 5"

Ad with bleed

- Live area: 4.625" x 5"
 - Trim (Doc. size): 5.625" x 5.5"
 - Bleed: 5.875" x 5.75"
- (the bleed is 1/8 on all sides)

2014 National Print Rates:

ALL RATES ARE GROSS

2014 print rates:		Black and White				Black and One Color				Four Color			
	Rate Base	Page	2/3 pg	1/2 pg	1/3 pg	Page	2/3 pg	1/2 pg	1/3 pg	Page	2/3 pg	1/2 pg	1/3 pg
National	530,000	\$55,562	\$38,893	\$31,448	\$22,225	\$62,287	\$43,601	\$35,255	\$24,915	\$76,426	\$53,498	\$43,257	\$30,570
Midwest	270,000	\$30,425	\$21,297	\$17,220	\$12,170	\$34,107	\$23,875	\$19,305	\$13,643	\$41,849	\$29,295	\$23,687	\$16,740
South	260,000	\$29,298	\$20,509	\$16,583	\$11,719	\$32,845	\$22,991	\$18,590	\$13,138	\$40,300	\$28,210	\$22,810	\$16,120

2nd and 3rd covers (National): \$91,206

Back cover (National): \$95,172

2014 Regional and Demographic Buys:

ALL RATES ARE GROSS. REGIONAL CIRCULATIONS ARE NOT GUARANTEED AND ARE TO BE USED ONLY AS A BASIS FOR CALCULATING RATES.

Edition	Circ.	P4C	2/3 pg 4C	1/2 pg 4C	1/3 pg 4C
Select National	260,000	\$36,400	\$25,480	\$20,602	\$14,560
Select Midwest	165,000	\$24,750	\$17,325	\$14,009	\$9,900
Select South	95,000	\$17,575	\$12,303	\$9,948	\$7,030
Corn 1+	340,190	\$46,484	\$32,539	\$26,310	\$18,594
Corn 250+	170,972	\$27,200	\$19,040	\$15,395	\$10,880
Corn 500+	87,068	\$16,196	\$11,337	\$9,167	\$6,478
Soybean 1+	297,152	\$42,118	\$29,482	\$23,839	\$16,847
Soybean 250+	142,049	\$23,463	\$16,424	\$13,280	\$9,385
Soybean 500+	67,676	\$17,804	\$12,463	\$10,077	\$7,122
Corn/Soybean 250+ National	204,103	\$33,647	\$23,553	\$19,044	\$13,459
Corn/Soybean 250+ Midwest	158,905	\$26,990	\$18,893	\$15,276	\$10,796
Corn/Soybean 250+ South	45,198	\$12,811	\$8,968	\$7,251	\$5,124
Wheat 1+	283,458	\$39,809	\$27,866	\$22,532	\$15,924
Wheat 250+	78,855	\$14,027	\$9,819	\$7,939	\$5,611
Wheat 500+	46,956	\$11,982	\$8,387	\$6,782	\$4,793
Cotton 1+	38,565	\$10,340	\$7,238	\$5,852	\$4,136
Cotton 250+	23,617	\$7,571	\$5,299	\$4,285	\$3,028

Note: All insertion orders should be sent to your individual sales representative.

Print Ad Specifications



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"

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 advertisements 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, 15 percent.

Digital Specifications

Media

- Desktop applications (e.g. Quark Xpress) saved as PDF/x1a (Distilled from Postscript).
- Laserwriter or AdobePS driver and DDPv3 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) TIFF or EPS format, 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, 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.

Print Ad Specifications

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 133 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.

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.

Ad materials can be sent on disc accompanied with a full color proof to:

The Progressive Farmer
Attn: Tony Green
2204 Lakeshore Drive, Ste 415
Birmingham, AL 35209
tony.green@telventdtn.com

Artwork for inserts and coverwraps should be sent on disc accompanied with a full color proof to:

The Progressive Farmer
Attn: Jackie Rowell
2204 Lakeshore Drive, Ste 415
Birmingham, AL 35209
jackie.rowell@telventdtn.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: [pfadvertising](#)
Password: [zeVeCr5s](#)

****Password is CAPS sensitive**

Pre-printed inserts and coverwraps should be sent to:

Brown Printing Company
c/o The Progressive Farmer
Attn: Sharon Ebel
11595 McConnell Road
Woodstock, IL 60098

Note: All insertion orders should be sent to your individual sales representative.