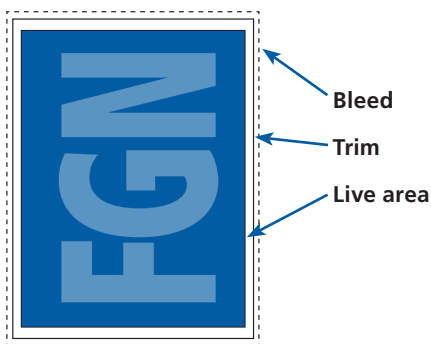
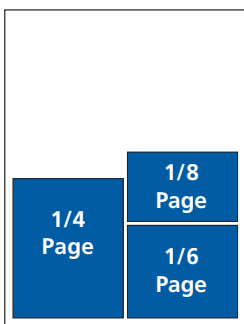
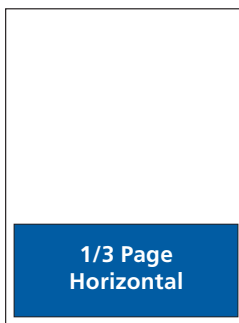
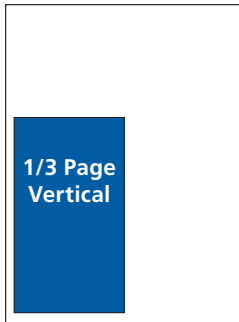
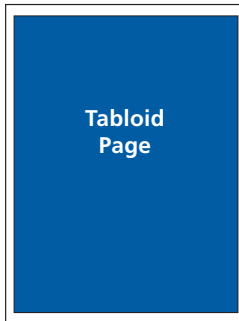
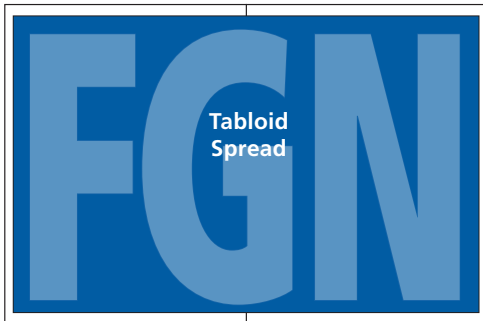


# Ad Specifications



## General Information:

- Process: Web Offset Lithography
- Binding: Saddlestitch
- Advertising materials will be retained for one year unless otherwise requested.

## Document Size & Information:

- Trim size dimensions: 10.375" x 13.75"
- Live area must be at least 1/4" from the trim.
- All bleeds must extend AT LEAST 1/8" beyond the trim.

## Electronic Ad Submissions:

Ad materials must be sent via e-mail, CD or FTP.

- Image size: 300 dpi
- We accept the following formats:
  - PDF, EPS and TIFF files (must be print ready)
  - Adobe CS3 or earlier (InDesign, Photoshop, Illustrator)
  - Adobe Pagemaker
  - QuarkXpress 6 or earlier
- Microsoft Publisher files cannot be accepted.

## Color:

- All color images must be CMYK.
- Do not use RGB, PMS or Indexed Color images.

## Fonts:

- Please include or embed all fonts used in the document.
- We are not responsible for the print quality of ad copy below 10 point size.

## Placed Graphics:

- Please include or embed all images used in the document.
- Avoid nesting EPS files within other EPS files.
- Avoid excess sizing (above +15%) or skewing of images.

## Ad Sizes

Trim Size	10.375" x 13.75"
Tabloid Spread	20" x 12.75"
Tabloid 1/2 Page Spread	20" x 9"
Tabloid Page	9.625" x 12.75"
Magazine Page Plus (vertical)	7.2" x 10"
Magazine Page Plus (horizontal)	9.625" x 7.25"
Magazine Page (vertical)	7.2" x 9"
Magazine Page (horizontal)	9.625" x 6.375"
1/3 Page (vertical)	4.75" x 8.4"
1/3 Page (horizontal)	9.625" x 4"
1/4 Page	4.75" x 6"
1/6 Page	4.75" x 4"
1/8 Page	4.75" x 3"
Farm Market Spotlight	3.5" x 4.375"

## Send files to:

**The Fruit Growers News**  
 Attn: Production Manager  
 75 Applewood Dr., Suite A  
 Sparta, MI 49345.

FTP site information inquiries and ads less than 10MB may be sent to: [production@fruitgrowersnews.com](mailto:production@fruitgrowersnews.com).  
 Call Greg Ryan at 616-887-9008, ext. 105, if you have questions.