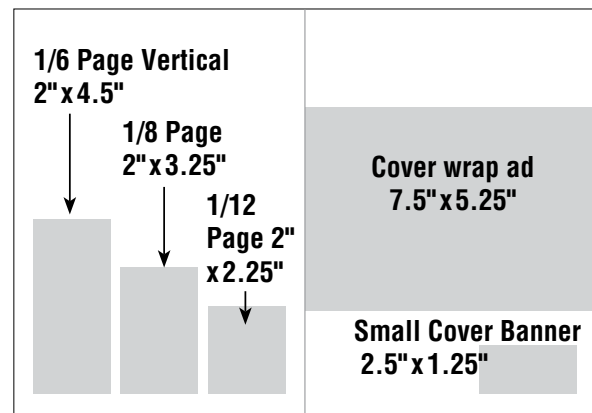
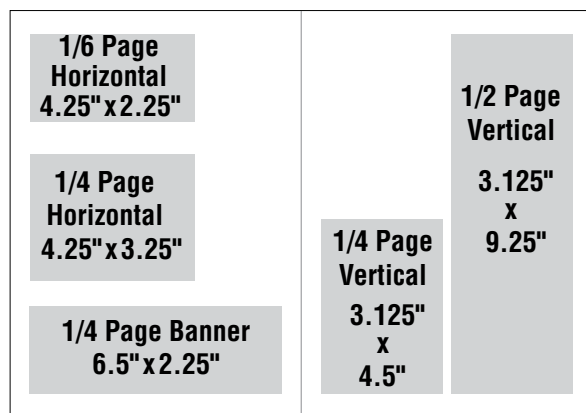
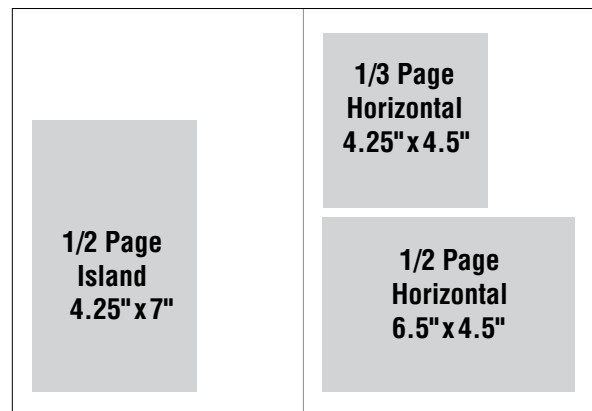
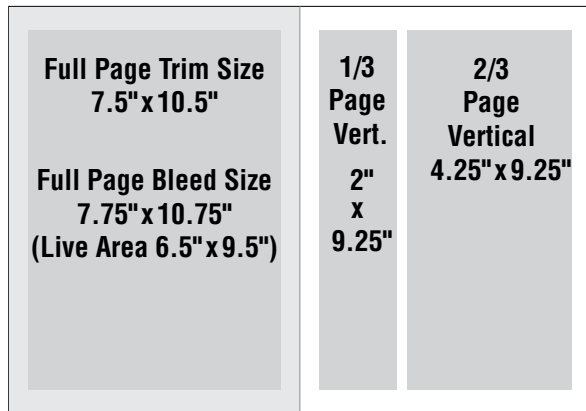
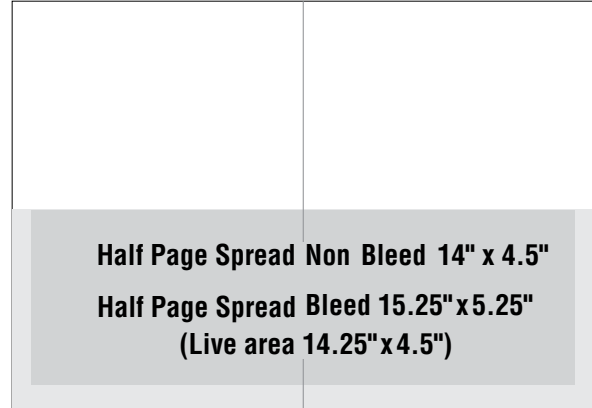
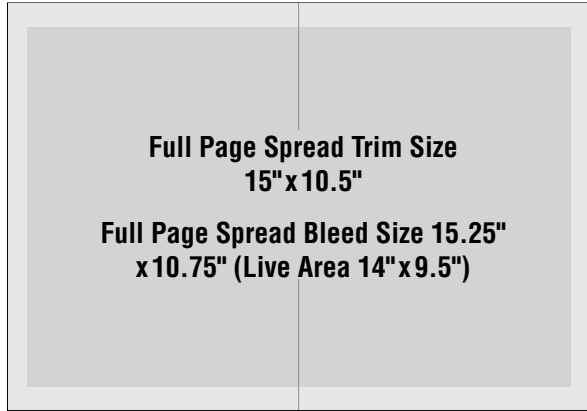


Standard Page Size Magazines - DISPLAY & MARKETPLACE Ad sizes*

Corn + Soybean Digest • Farm Futures • BEEF • BEEF Vet • National Hog Farmer

*Note: All ad sizes and positions listed below may not be available in all standard page size magazines. For fractional page ads, note and provide correct shape (e.g. horizontal or vertical, island, banner).

Submitting your ad material, upload to <https://informa.sendmyad.com>



MARKETPLACE SIZES

- 1/3 Page Horizontal
- 1/3 Page Vertical
- 1/4 Page Horizontal
- 1/4 Page Vertical
- 1/4 Page Banner
- 1/6 Page Horizontal
- 1/6 Page Vertical
- 1/8 Page
- 1/12 Page
- Column inch 2" x 1"

Upload ad material to:

<https://informa.sendmyad.com>

First time users of SendMyAd will need to register.

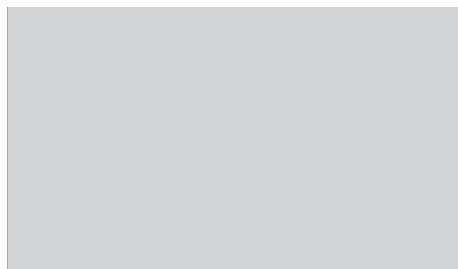
Tabloid Page Size Magazines - DISPLAY Ad sizes*

17 Farm Progress and Farm Press State/Regional Publications • Beef Producer • Irrigation Extra

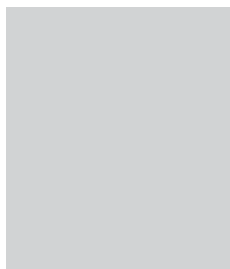
*Note: All ad sizes and positions listed below may not be available in all tabloid page size magazines.

For fractional page ads, note and provide correct shape (e.g. horizontal or vertical, island, banner).

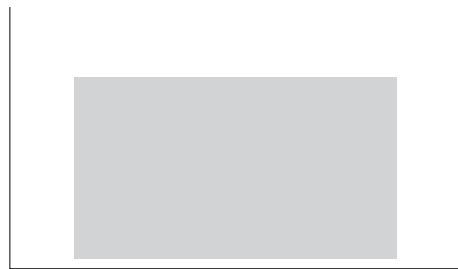
Submitting your ad material, upload to <https://informa.sendmyad.com>



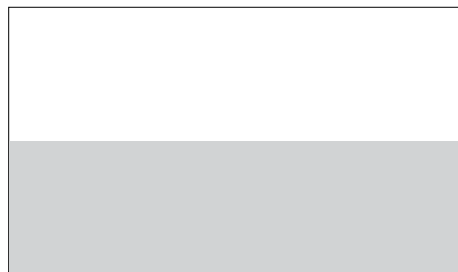
Full Page Spread (trim)
20.5" x 12" - Live 19.5" x 11"
Full Page Spread (w/bleed)
20.75" x 12.25"



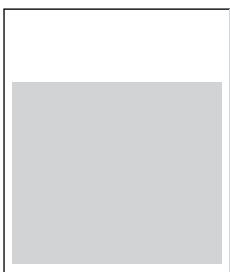
Full Page (trim)
10.25" x 12" - Live 9.25" x 11"
Full Page (w/bleed)
10.5" x 12.25"



Junior Page Spread
14.625" x 8.25"



1/2 Page Spread 19.5" x 5.5"
Half Page Spread (w/bleed)
20.75" x 6.0625" (Live 19.5" x 5.5")



3/4 Page Horiz.
9.5" x 8.25"



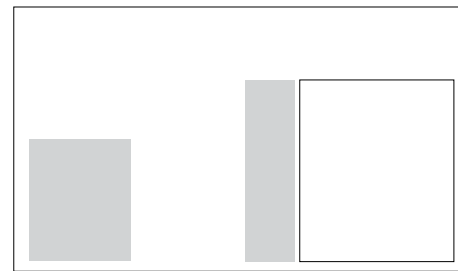
1/2 Page Horiz. 9.5" x 5.5"
Junior Page 7" x 8.25"



1/3 Page Horiz. 9.5" x 3.5"
2/3 Page Horiz. 9.5" x 7.25"



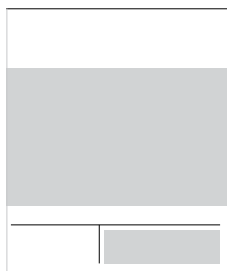
1/4 Page Column 2.25" x 11.125"
1/2 Page Vert. 4.625" x 11.125"



1/4 Page 4.625" x 5.5"
Jr. Page Column 2.25" x 8.25"

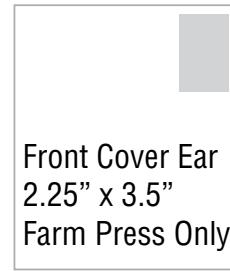


Banner Bottom 9.5" x 2.75"
1/3 Page Vert. 4.625" x 7.25"



Front Cover Banner
5.25" x 1.5"

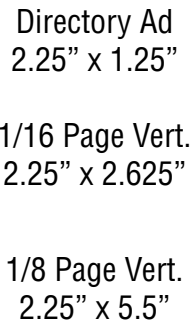
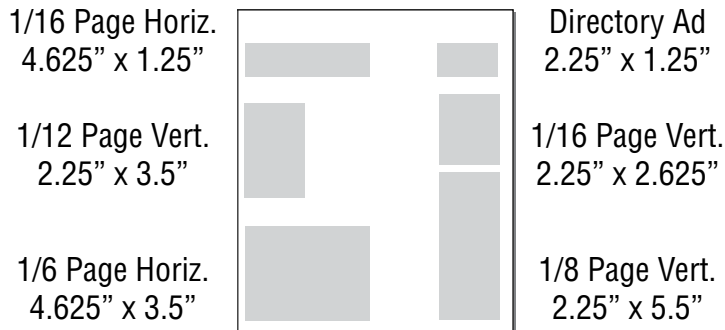
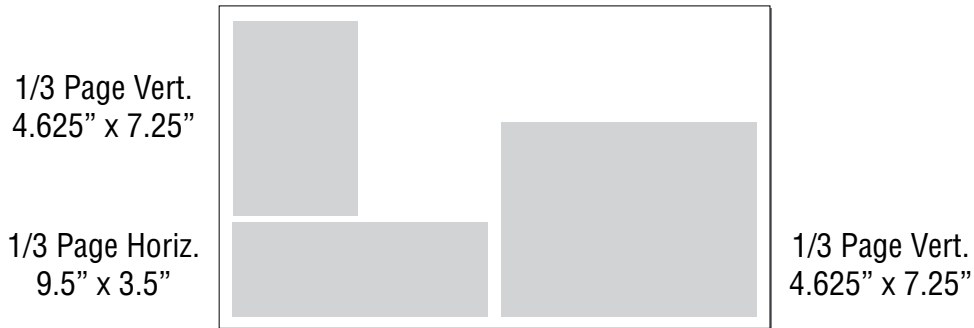
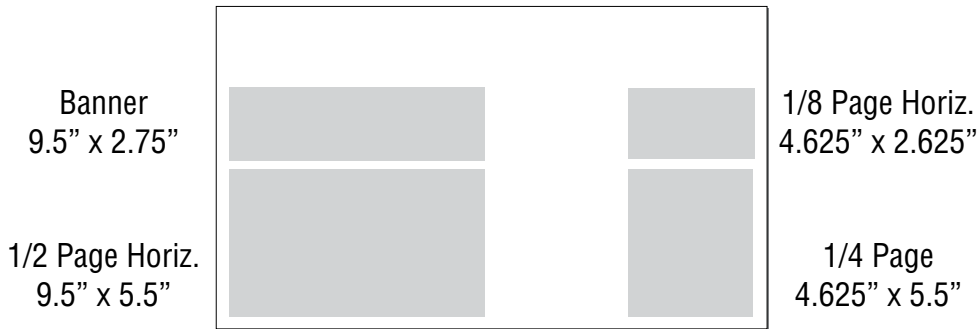
Front Cover Wrap
Bleed 10.5" x 6.25"
Farm Progress Only



Front Cover Ear
2.25" x 3.5"
Farm Press Only

Tabloid Page Size Magazines - MARKETPLACE Ad sizes*
17 Farm Progress and Farm Press State/Regional Publications

*Note: All ad sizes and positions listed below may not be available in all standard page size magazines.
 Submitting your ad material, upload to <https://informa.sendmyad.com>



Farm Press

MARKETPLACE ADVERTISING SIZES

- Marketplace/Classified - 1 column - any depth 1.75" x 11"
- Marketplace/Classified - 2 column - any depth 3.75" x 11"
- Marketplace/Classified - 3 column - any depth 5.625" x 11"
- Marketplace/Classified - 4 column - any depth 7.5" x 11"
- Marketplace/Classified - 5 column - any depth 9.5" x 11"

Orders, Contracts & Ad Materials

For ads less than a page in size, please specify shape (e.g. horizontal, vertical, island, banner, etc.)

Please email/submit all ad contracts, insertion orders and ad materials as follows:
Print Display Orders: *display.orders@farmprogress.com*
Print Marketplace Orders: *market.orders@farmprogress.com*
Submitting Print Display and Marketplace Materials: <https://informa.sendmyad.com>
Website/eNewsletter/App Orders: *ag.digital@farmprogress.com*
Website/eNewsletter/App Materials: <https://informa.sendmyad.com>
Custom Targeted Email Message Orders: *ag.digital@farmprogress.com* and *mary.fox@farmprogress.com*
Custom Targeted Email Message Materials: *mary.fox@farmprogress.com*

SUBMITTING ELECTRONIC FILES FOR PRINT AD MATERIALS

The preferred method of receiving files is through the updated Farm Progress ad delivery portal powered by **SendMyAd**, our online system designed to ensure error-free ad submission. First time users of SendMyAd will need to register, both registration and login can be done at <https://informa.sendmyad.com>.

If you cannot use the SendMyAd service, a CD-ROM with ad materials or color proofs is acceptable. Send to:
(Publication Name)
Production Assistant
255 38th Avenue, Suite P
St. Charles, IL 60174-5410
Voice (630) 524-4688

Print Ad Mechanical Guidelines

- ▶ The preferred method of receiving files is through our **SendMyAd** service, full instructions are noted above.
- ▶ Total ink density of images should not exceed 300%.
- ▶ Ads with bleed should not extend 0.125" beyond the trim.
- ▶ All live matter not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.
- ▶ All color and grayscale photo scans should be actual size at a minimum 240 dpi and saved as TIFFs.
- ▶ Please refer your ad production questions to Jim Heffron at 630-524-4552 or jim.heffron@farmprogress.com.

ELECTRONIC PRINT AD MATERIALS ARE PREFERRED. COMPATIBLE FILE FORMATS FOLLOW.

PREFERRED FORMAT

Acrobat PDF*	Details
PDF/X-1a	Version 1.3

OTHER FORMATS

Page Layout Program
Adobe InDesign Use extension .INDD, Package for Output.

Photo File Formats
TIFF Use CMYK, Grayscale, or Bitmap. No RGB.
Photoshop EPS Use ASCII Encoding, 8-Bit TIFF Preview.

**All PDFs are considered "final output" and cannot be edited. PDFs that are noncompliant to the PDF/X-1a or press-ready standards will be returned to client for corrections.*