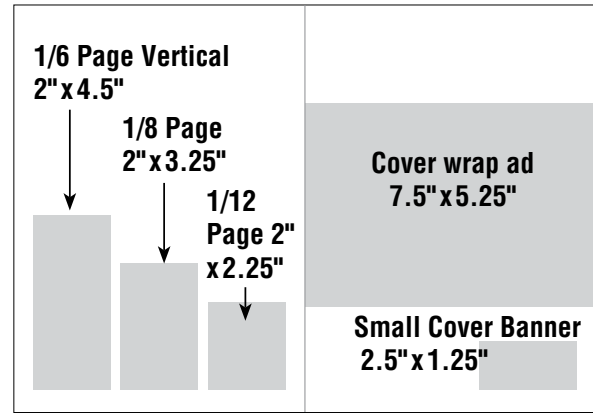
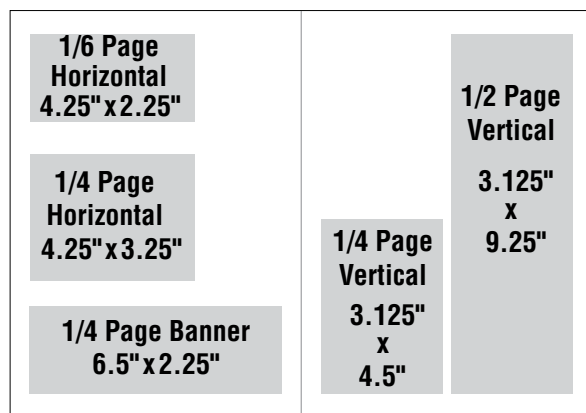
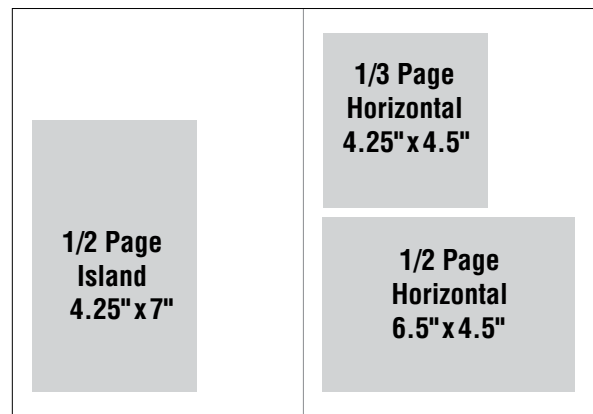
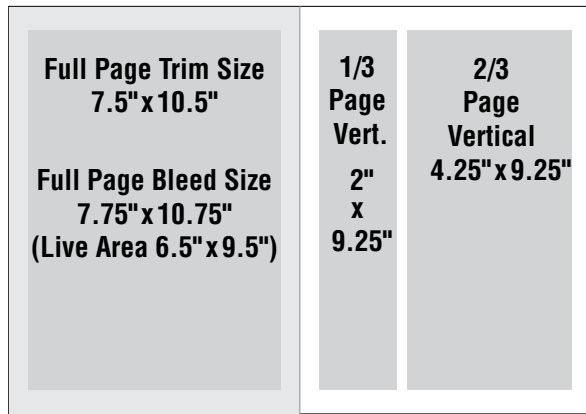
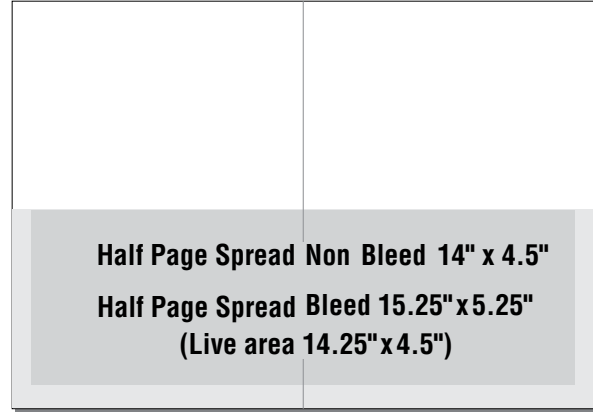
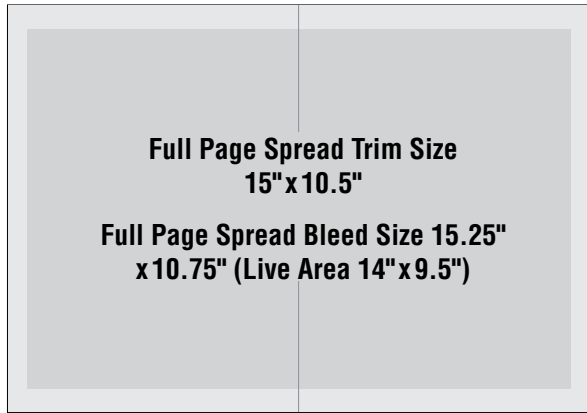


**Standard Page Size Magazines - DISPLAY & MARKETPLACE Ad sizes\***

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\*

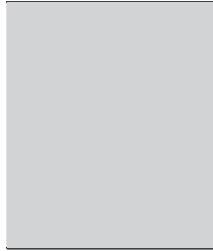
17 Farm Progress and Farm Press State/Regional Publications: American Agriculturist, Dakota Farmer, Delta Farm Press, Indiana Prairie Farmer, Kansas Farmer, Michigan Farmer, Missouri Ruralist, Nebraska Farmer, Ohio Farmer, Prairie Farmer, Southeast Farm Press, Southwest Farm Press, The Farmer, Wallaces Farmer, Western Farm Press, Western Farmer-Stockman, Wisconsin Agriculturist  
**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>

DISPLAY ADVERTISING SIZES



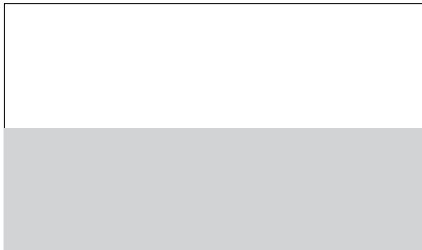
Full Page Spread (trim)  
 20.5" x 12" - Live 19.5" x 11"  
 Full Page Spread (w/bleed)  
 20.75" x 12.25"



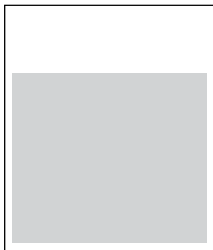
Full Page (trim)  
 10.25" x 12" - Live 9.25" x 11"  
 Full Page (w/bleed)  
 10.5" x 12.25"



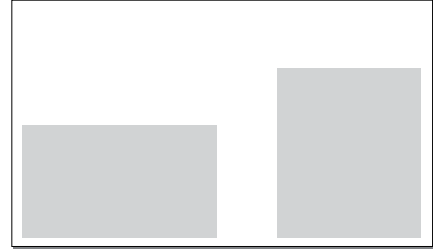
Junior Page Spread  
 14.625" x 8.25"



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"



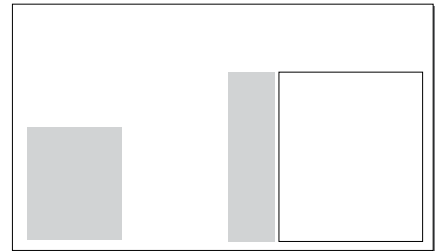
1/2 Page Horiz. 9.5" x 5.5"      Junior Page 7" x 8.25"



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



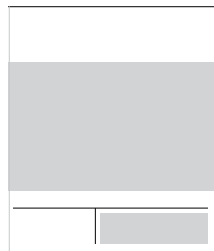
1/4 Page Column 2.25" x 11.125"      1/2 Page Vert. 4.625" x 11.125"



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

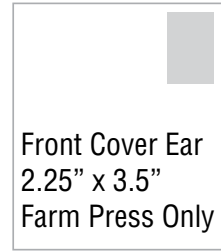


Banner Bottom 9.5" x 2.75"      1/3 Page Vert. 4.625" x 7.25"



Front Cover Banner 5.25" x 1.5"

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

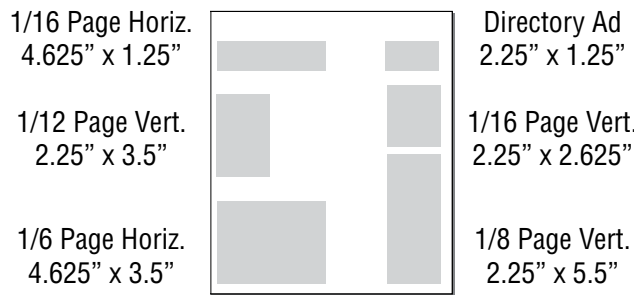
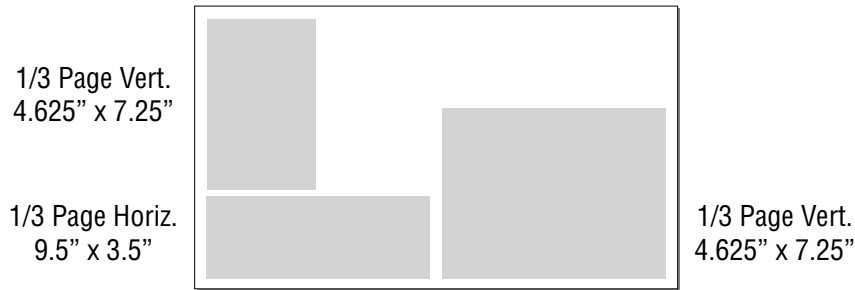
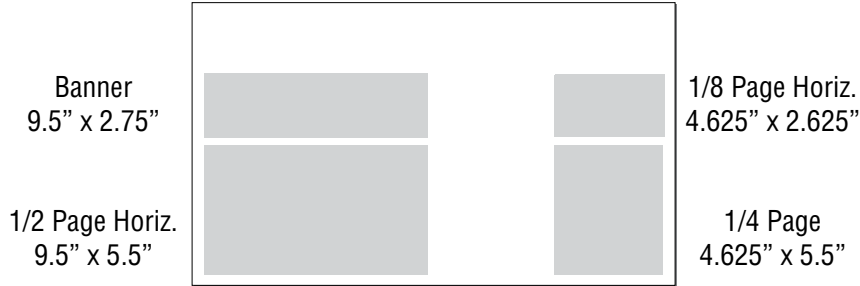


Front Cover Ear 2.25" x 3.5"  
 Farm Press Only

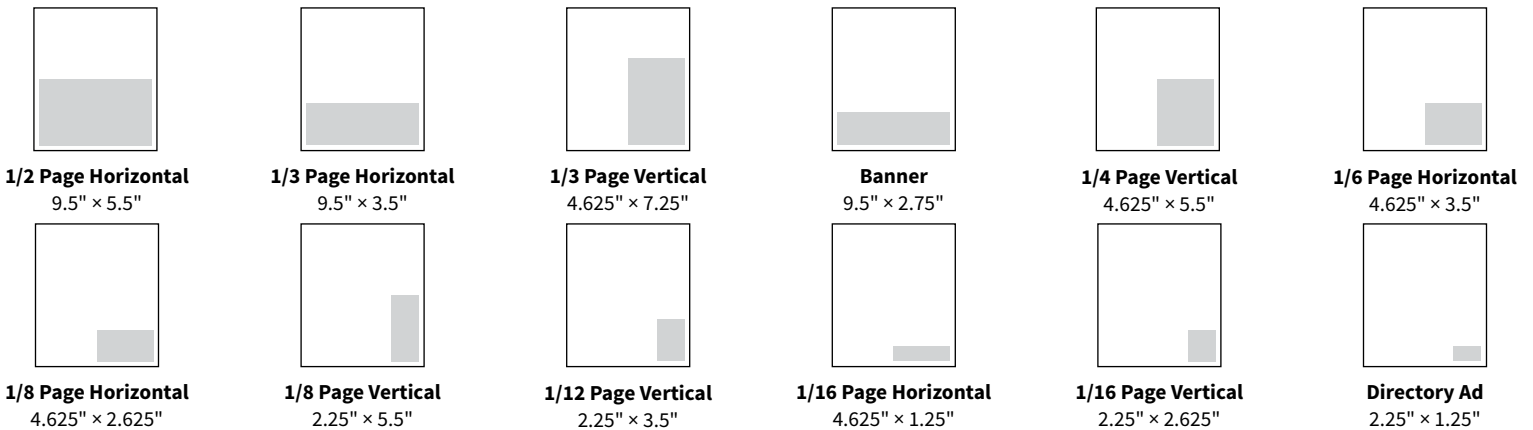
Tabloid Page Size Magazines - DISPLAY Ad sizes\*

17 Farm Progress and Farm Press State/Regional Publications: American Agriculturist, Dakota Farmer, Delta Farm Press, Indiana Prairie Farmer, Kansas Farmer, Michigan Farmer, Missouri Ruralist, Nebraska Farmer, Ohio Farmer, Prairie Farmer, Southeast Farm Press, Southwest Farm Press, The Farmer, Wallaces Farmer, Western Farm Press, Western Farmer-Stockman, Wisconsin Agriculturist  
**Beef Producer • Irrigation Extra • Feedstuffs**

\*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>



MARKETPLACE EXTRA AD SIZES



**Orders, Contracts & Ad Materials**

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

Please email all ad contracts, insertion orders and ad materials as follows:

**Display Orders:** display.orders@farmprogress.com

**Marketplace Orders:** market.orders@farmprogress.com

**Display and Marketplace Materials:** https://informa.sendmyad.com

**Website/eNewsletter/App Orders:** ag.digital@farmprogress.com

**Website/eNewsletter/App IndustryVoice Orders:** ag.digital@farmprogress.com and Nicole.Bernholtz@informa.com

**IndustryVoice Materials:** Nicole.Bernholtz@informa.com

**Custom Targeted Email Message Orders:** ag.digital@farmprogress.com and mary.fox@farmprogress.com

**Custom Targeted Email Message Materials:** mary.fox@farmprogress.com

**Broadcast Orders:** display.orders@farmprogress.com

**Broadcast Production and File Submission Instructions:** jeff.jackson@farmprogress.com, 816-632-6938

**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](mailto: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.