

Ad Submission Guidelines

Our publications are printed on a four-color, cold-set web press. This presents some special ad preparation considerations because this type of printing is sensitive to humidity changes, which can cause paper to stretch or shrink, resulting in color registration issues. Please review and follow these guidelines. Most of the misregistration problems can be mitigated or completely eliminated so the ad will print clearly and be easy-to-read.

Camera Ready File Formats

Progressive Dairy Publishing's production department uses Apple® computers and Adobe® software to give its clients state-of-the-art graphics.

When submitting camera-ready artwork (ads you prepare yourself), we ask that you submit your ad in one of the following formats, in order of preference:

- 200 dpi or higher Adobe PDF®
- Adobe InDesign CS2® and prior versions (please package the ad to include all links and fonts **OR** linked files must be embedded and fonts outlined).
- Adobe Illustrator CS2® and prior versions (linked files must be embedded and fonts outlined).
- Quark Express 6.5® and prior versions (please package the ad to include all links and fonts **OR** linked files must be embedded and fonts outlined).

The above programs produce the highest quality ads. If you do not have access to software that can create an ad in one of the above formats, we have graphic designers available to assist you with your ad creation or conversion from its current format, at no additional costs to you. Please submit photos and text in an electronic format along with your ad ideas. We will be happy to prepare your ad and send you a proof for approval, free of charge. Please ask your advertising representative for more information about these services by calling 1.800.320.1424.

Please e-mail your camera-ready artwork to:
dairy@progressivedairy.com

Please mail your ad copy and photographs to:
Progressive Dairy Publishing
P.O. Box 585
Jerome, ID 83338-0585

We Are Here To Help

If you have any questions, contact us by e-mail at dairy@progressivedairy.com or by phone at 1.800.320.1424 or 208.324.4860

Rules of the Road

Listed below are some helpful tips in creating effective ads as well as methods to ensure your ad reproduces to your expectations.

Color

All ads should be submitted in CMYK only! Do not send photos, text or PDFs in RGB format; some color shifting occurs between the computer screen and the printing press. A CMYK-formatted file will minimize the shift, especially if you use Pantone Matching System®'s color swatches or similar settings for specific process colors. Do not use process black! Use only 100 percent black that has no other colors included for text or vector lines.

Graphics and Design

Use good design principles – simple, clean, to-the-point.

1. Interrupt the reader's attention – you only have one chance to catch their eye.
2. Engage them in your message – keep their attention long enough to read the ad.
3. Educate your potential client about your product or service.
4. Make them an offer they cannot refuse, and do it without obligating them financially.

A busy ad is confusing to the reader. Keep content a minimum of 0.25 inches from ad edges. Place graphics first, then add text elements. Text should be 10 point or greater for legibility. Reverse text, or text set in a solid colored field, should be bold, larger than body text size (minimum 12 or 14 point), and contrasting with surrounding colors. Otherwise, the text may be blurry and unreadable. Vector lines should not be less than 1 point.

Photos

Digital camera photos and scanned photos are acceptable. If using photos taken off the Internet, you must have permission from the owner. Use photos you own or have purchased. Progressive Dairy Publishing is not responsible for illegal photos. All photos should be CMYK (not RGB). Photos should be at least 200 dpi and sized correctly in Adobe Photoshop®, then saved in a .psd or .tif format. Keep the original photos in a separate folder and work only on copies.

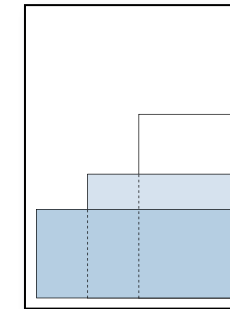
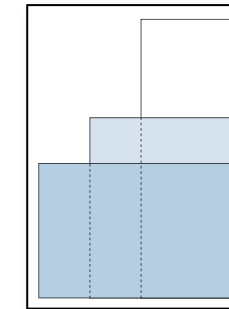
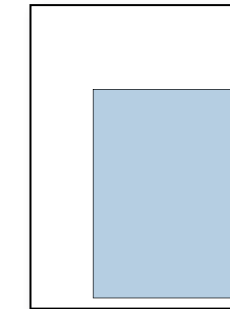
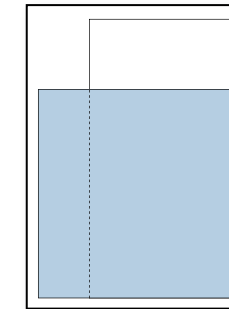
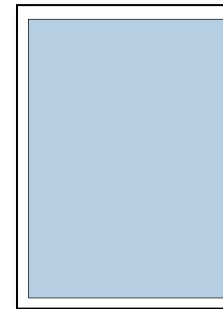
Ad Sizes

Progressive Dairyman, Progressive Hay Grower and Ag Nutrient Management

Because our publications are tabloid size, our full-page ads are **35% larger** than other publications who use regular magazine-size paper.

Trim Size 10.25" x 14.5"

Bleed Size 10.5" x 14.75"



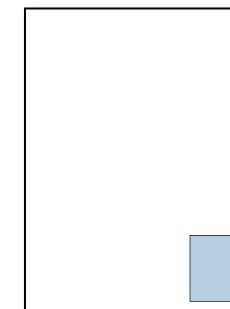
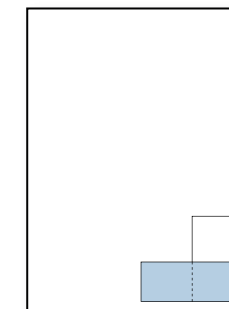
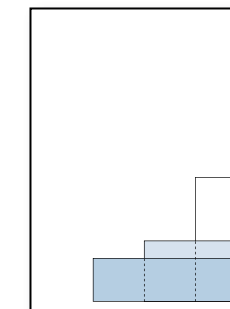
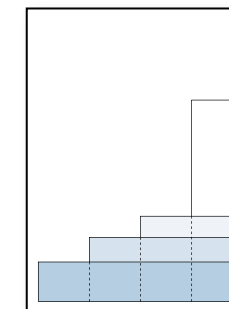
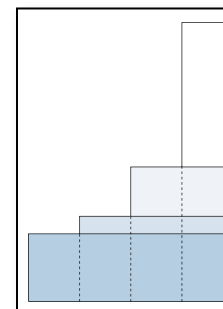
Full Page
9.5" x 13.333"

3/4 Page
9.5" x 10"
7.08" x 13.333"

Jr. Page
7" x 10"

1/2 Page
9.5" x 6.5"
7.08" x 8.667"
4.625" x 13.333"

1/3 Page
9.5" x 4.333"
7.08" x 6"
4.625" x 8.833"



1/4 Page
9.5" x 3.333"
7.08" x 4.1667"
4.625" x 6.5"
2.25" x 13.333"

1/6 Page
9.5" x 2"
7.08" x 3.1667"
4.625" x 4.1667"
2.25" x 8.833"

1/8 Page
7.08" x 2.1667"
4.625" x 3"
2.25" x 6"

1/12 Page
4.625" x 2"
2.25" x 4.1667"

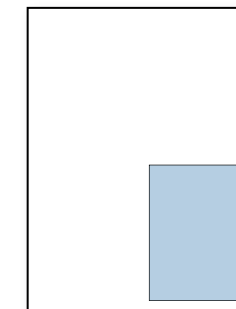
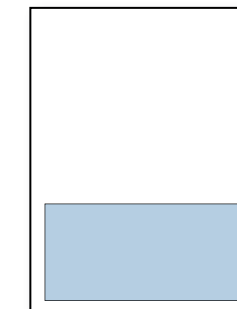
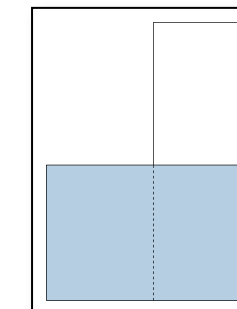
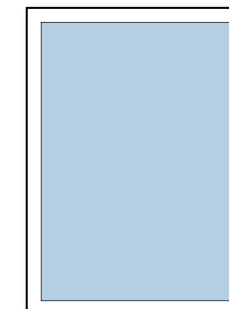
1/16 Page
2.25" x 3.1667"

Ad Sizes

El Lechero

Trim Size 8.25" x 10.75"

Bleed Size 9.0" x 11.5"



Full Page
7.5" x 9.75"

1/2 Page
7.5" x 4.8"
3.66" x 9.75"

1/3 Page
7.5" x 3.15"

1/4 Page
3.66" x 4.8"

