

SENDING ELECTRONIC ART

- EPS/TIFF Graphics at 100%
- Scanned Images must be 300 dpi
- Line art should be 600 to 1200 dpi
- Postscript Printer & Screen Fonts
- Color Print or Laser Separations

Supported Software MAC/PC Formats

- Quark XPress
- InDesign
- PhotoShop
- Illustrator

Accepted Media

- CD-ROM
- FTP (see below)
- E-mail (see below)

FTP • E-MAIL

Please place all files into one folder named after your company and then stuff or zip the folder.

• FTP:

HOST: selectpub.com USER ID: ftpuser PASSWORD: 12345
If you have problems connecting to the ftp site -
change your firewall preference to "passive mode"
If you still can not connect, please send us an email or call 608-277-5787 ext.111

• E-MAIL ADDRESS: kellyp@selectpub.com

- A copy of the ad must be faxed after file transmission to: 608-277-7948

AVOID ADDITIONAL CHARGES - READ THIS!

Trouble-shooting charges will be assessed to electronic files not prepared correctly.

Repeat advertiser's existing art will be used unless new art is received by the art deadline.

AD SIZE & MECHANICAL SPECS

• Full Page - Covers & Regular Pages

- 8 1/8" x 11 1/4" - Bleed Allowed
- 7 5/8" x 10 3/4" - Trim
- 7 1/8" x 10 1/4" - Image Area

• 1/2 Page

- Horizontal - 7" x 4 7/8"
- Vertical - 3 3/8" x 9 7/8"

• 1/4 Page

- 3 3/8" x 4 7/8"

• Insert - 4 Pages

The insert is the same bleed, trim & live area as the magazine.

CALL THE ART DEPT. AT 608-277-5787 Ext. 111 WITH ANY QUESTIONS

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www.onlinefarmer.com