

Print Specs for All Farm Journal Media Magazines

Dimensions	Lines	Non-Bleed* Width x Depth	Bleed** Width x Depth
Page	420	7" x 10"	8" x 10 ³ / ₄ "
² / ₃ Page (2 columns)	280	4 ¹ / ₂ " x 10"	5 ¹ / ₈ " x 10 ³ / ₄ "
Junior Page	210	4 ¹ / ₂ " x 6 ³ / ₄ "	5" x 7 ¹ / ₁₆ "
¹ / ₂ Page (horizontal)	210	7" x 5"	8" x 5 ³ / ₈ "
¹ / ₂ Page (vertical)	210	3 ⁷ / ₁₆ " x 10"	4" x 10 ³ / ₄ "
¹ / ₃ Page (vertical)	140	2 ¹ / ₄ " x 10"	2 ³ / ₄ " x 10 ³ / ₄ "
¹ / ₃ Square Page (2 col. x 70 lines)	140	4 ¹ / ₂ " x 5"	5" x 5 ³ / ₈ "
¹ / ₄ Page (vertical)	105	3 ³ / ₈ " x 5"	
¹ / ₄ Page (horizontal)	105	4 ¹ / ₂ " x 3 ³ / ₄ "	
¹ / ₆ Page (vertical)	70	2 ¹ / ₄ " x 5"	
¹ / ₆ Page (horizontal)	70	4 ⁵ / ₈ " x 2 ¹ / ₂ "	
¹ / ₈ Page (vertical)	52	2 ¹ / ₄ " x 3 ³ / ₄ "	
¹ / ₈ Page (horizontal)	52	3 ¹ / ₂ " x 2 ¹ / ₂ "	
Business Card	49	3 ¹ / ₂ " x 2"	
3" Ad	42	2 ¹ / ₄ " x 3"	
¹ / ₁₂ Page	35	2 ¹ / ₄ " x 2 ¹ / ₂ "	
2" Ad	28	2 ¹ / ₄ " x 2"	
Banner Ad	24	7" x 1 ³ / ₄ "	
1 ¹ / ₂ " Ad	21	2 ¹ / ₄ " x 1 ¹ / ₂ "	
1" Column	14	2 ¹ / ₄ " x 1"	
2 Page Spread (each pg)	840	7 ³ / ₈ " x 10"	8" x 10 ³ / ₄ "
2 Page Spread (full)	1680	15 ¹ / ₄ " x 10"	15 ³ / ₄ " x 10 ³ / ₄ "
¹ / ₂ Page Spread (each pg)	420	7 ³ / ₈ " x 5"	8" x 5 ³ / ₈ "
4 Page Consecutive Insert: Pages 1 & 2 (left side) 8" x 10 ⁷ / ₈ " Pages 3 & 4 (right side) 8 ¹ / ₄ " x 10 ⁷ / ₈ "			

Trim Size: 7³/₄" x 10¹/₂"

* Page is three columns wide, 140 lines deep; 420 lines per page.

** Right reserved to crop up to ¹/₈" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least ⁵/₈" from bleed page width dimension at trim side of an ad. Keep type matter ¹/₄" from center fold in all gutter bleeds and ¹/₂" from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

Printing Process: Web Offset

Binding Method: Saddle-Stitched

Magazine Trim Size: 7³/₄" x 10¹/₂" Final magazine trim allowance ³/₁₆" at head, ³/₁₆" at foot with a minimum of ¹/₄" at trim side due to shingling effect of saddle stitch binding.

Preferred Format: PDF/X1-a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: Please be sure that all images within ads are high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Media Transfer: PDF/X-1a files are preferred via the Farm Journal Media ad portal. Electronic files will be stored for one year.

Printed inserts should be sent to:

Farm Journal, Top Producer, Drivers:

LSC Communications
Attn: Charles Kelly
3201 Lebanon Road
Danville, KY 40422
Phone: (859) 238-2635

MILK:

LSC Communications
Attn: Jim Dunning
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1385

AgPro, Bovine Veterinarian, Dairy Herd

Management and Pork:

LSC Communications

Attn: Jill Seal

1600 N. Main St.

Pontiac, IL 61764

Phone: (815) 844-1461