

FJ Broadcast Essentials (FOR CLIENTS)

Radio Specs

Radio spots, billboard copy & traffic instructions need to be received by the Wednesday prior to the broadcast week, i.e., a start date of 11/3/14 would require receipt by 10/29/14.

Commercials may be forwarded as .mp3 files.

Links may be sent to traffic@agday.com.

Contact Person for Radio Spot production & Industry Spotlight interviews: John Herath, jherath@farmjournal.com, ph# (618) 334-1925

TV Specs

****We can accept QT ProRes, H.264, & MPEG-2. For animated billboards please include alpha channel.**

Any commercials that are formatted to something different than listed, needs to be tested and approved before airing.

Links may be sent to traffic@agday.com.

We highly recommend the following methods:

- 1) Via our High Tail Uplink server, <http://www.hightail.com/u/FarmJournalMedia>
- 2) Via Extreme Reach, our destinations are: US Farm Report and Ag Day.

Traffic instructions, commercials & billboard instructions for **AgDay** generally need to be received by the Monday prior to the broadcast week, i.e., a start date of 11/3/14 would require receipt by 10/27/14.
Send traffic instructions to traffic@agday.com.

Traffic instructions, commercials & billboard instructions for **U.S. Farm Report** generally need to be received by the Monday prior to the weekend airing, i.e., a start date of 11/1/14 would require receipt by 10/27/14.
Send traffic instructions to traffic@agday.com.

****Please note that during heavy inventory periods, the timeline may shift to earlier deadlines.**

Contact Person: Eric VonGunten

Email: evongunten@farmjournal.com

Phone: (574) 309-9808

Preferred & Acceptable Formats for Billboards

Billboard Artwork: .tif, .tga, bitmap, jpeg or .eps (.eps preferred); please send to traffic@agday.com

Billboard Copy: 5-10 seconds in length; please send to traffic@agday.com

Graphics: .tif, .tga, bitmap, .jpg or .eps (.eps is preferred); please send to traffic@agday.com

South Bend Contact Information

Farm Journal Media

54516 Indiana State Route 933, South Bend, IN 46637

Contact Person for Commercials: Mike Byers, mbyers@farmjournal.com, ph# (574) 309-9806

Contact Person for Billboard Graphics & Artwork and commercial production: Don Green, dgreen@farmjournal.com; ph# 574-309-9804