

2008 AD SPECIFICATIONS

AD SIZES

Ad Sizes (page)	Width x Height (inches)
1/6 page	13p x 29p6 (2.1667 x 4.9167)
1/4 page	20p x 29p6 (3.3333 x 4.9167)
1/3 page	13p x 60p (6.8333 x 3.25)
1/2 page	41p x 29p6 (6.8333 x 4.9028)
2/3 page	41p x 39p6 (6.8333 x 6.5833)
1 page	41p x 60p (6.8333 x 10.194)

- Page size is 8 inches (48p) by 10.75 inches (64p6).
- Bleed needs to go 0.25 (1p6) of an inch off each edge of the page.
- Inside working space is 6.8619 inches (41p) by 9.9583 inches (59p9).
- Left and right margins are 0.5833 inches (3p6).
- Top margin is 0.3333 inches (2p).
- Bottom margin is 0.4583 inches (2p9).

Note: Please create ads in the above dimensions to ensure consistency throughout the publication. InDesign templates are available at www.nationalswine.com.

PHOTOGRAPHS

All photographs **must** be scanned at 300 dpi or higher resolution and **no smaller** than 3 inches – the shortest dimension for printing in *Seedstock EDGE*. *Seedstock EDGE* is not liable for photographic quality in images below these standards. *Seedstock EDGE* shall have the right to refuse any photographs used for promotion and advertising that show evidence of image enhancement.

PDF FILES

All ads sent to *Seedstock EDGE* via e-mail or CD in a PDF format must be saved at our printer's standards (M&D Printing). For information explaining the printer's specifications and a distiller settings file, call the *Seedstock EDGE* staff at 765.463.3594.

If you are submitting an ad on a CD, please include one hard copy with the CD.