



MARYJANES FARM®

Classified Rates, Specs & Deadlines

| | Rate | Ad Size/Trim | Live Area | Bleed Size | Non-Bleed Size |
|----------------------------|---------|------------------|------------------|------------------|------------------|
| Full Page | \$2,600 | 8 x 10 7/8 | 7 1/2 x 10 3/8 | 8 1/4 x 11 1/8 | 7 1/2 x 10 3/8 |
| 1/2 Page Horizontal | \$1,850 | 8 x 5 5/16 | 7 1/2 x 5 1/16 | 8 1/4 x 5 5/16 | 7 1/2 x 5 1/16 |
| 1/3 Page Vertical | \$ 850 | 2 11/16 x 10 7/8 | 2 7/16 x 10 3/8 | 2 13/16 x 11 1/8 | 2 7/16 x 10 3/8 |
| 1/3 Page Square | \$ 850 | 5 1/16 x 5 5/16 | 4 13/16 x 5 1/16 | 5 5/16 x 5 5/16 | 4 13/16 x 5 1/16 |
| 1/4 Page | \$ 700 | n/a | 3 11/16 x 5 1/8 | n/a | 3 11/16 x 5 1/8 |
| 1/6 Page | \$ 525 | n/a | 2 7/16 x 5 1/8 | n/a | 2 7/16 x 5 1/8 |

MATERIALS: ACCEPTABLE FORMATS

- Note: If ad is submitted digitally and no proof is furnished, magazine cannot be held responsible for errors.
- PDF/X-1a or TIFF/IT-P1. PDF created with job options settings compliant with the PDF/X-1a specification. Files should be set up as follows: CMYK only; color and greyscale images sampled to 300 dpi with JPEG compression for maximum quality, 1 bit images sampled to 2400 dpi with CCITT Group 4 compression; all fonts embedded. Remember to change all colors to CMYK process.
- Native application files (such as QuarkXPress) are NOT acceptable.

CONSTRUCTION NOTES

- Bleed ads: Build to trim, then manually extend bleeds 1/8" beyond dimensions.
- Live area: Keep live matter within a minimum 1/4" inside full-page trim.
- Page set-up: All material should be submitted as single pages (any spreads should be broken into singles). On spreads, allow 1/2" gutter for headlines crossing center; live matter recommended 3/8" from center line. Registration offset minimum 12 points.
- Ink coverage: Maximum ink coverage should not exceed 300% density, per SWOP standards.

PROOFING / COLOR GUIDANCE

- Quality control strips must include GATF/SWOP approved control bars, with 5%, 25%, 50%, 75%, and 100% CMYK patches.

MEDIA

- Send larger files via www.yousendit.com (smaller files can be submitted to the e-mail address below).
- Label: Advertiser name, issue of *MaryJanesFarm*, production contact's name and phone number.
- Media files will be kept for one year, then destroyed.

FURNISHED INSERTS

Additional production/shipping information will be provided as needed.

| | Ad Closing | Materials Due | On Sale |
|------------------|------------|---------------|----------|
| Feb/Mar | 12/ 2/11 | 12/ 5/11 | 1/10/12 |
| Apr/May | 2/ 3/ 12 | 2/ 6/12 | 3/13/12 |
| June/July | 4/ 6/12 | 4/ 9/12 | 5/15/12 |
| Aug/Sept | 6/ 1/12 | 6/ 4/12 | 7/10/12 |
| Oct/Nov | 8/ 3/12 | 8/ 6/12 | 9/11/12 |
| Dec/Jan | 9/28/12 | 10/ 1/12 | 11/ 6/12 |



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