Successful Farming

FILE TYPES AND DELIVERY:

- PDF-X1a preferred, some PDFs are acceptable.
- For instructions on how to create a PDF-X1a go to www.meredith.com/ad-specs
- Submit FILES via Meredith Ad Express: https://meredith.sendmyad.com
- *Files must be prepared to Meredith's specs in accordance with SWOP 2013 specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.*

FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Include/embed all fonts and artwork.
- Max density of 300 DPI for images and 2400 DPI for line work.
- All RGB or Pantone elements must be converted to CMYK.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS:

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Printer marks should be offset .167" when creating PDF-X1a files. Marks are not to touch live image or bleed areas.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS:

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type and line art should not be less than .007 at the thinnest area. Single color type and line art should not be less than .004 at the thinnest area.

NOTES:

- Meredith does not make any changes to ads or files.
- Meredith does not accept color proofs. Any proofs received will be used for content only.
- Retention of materials is 13 months.

Material extensions, file specs and ad portal contacts

National and Regional Ads:
Paul Ehrsam at 515-284-2869
paul.ehrsam@meredith.com
Marketplace Ads:
Pam Hutchcroft 515-284-3210
pam.hutchcroft@meredith.com

Magazine Trim Size: 7 7/8" x 10 1/2"

Bleed Ad Sizes	Trim W x L
Bleed ads: Add 1/8" image outside of trim. **Safety Area:** Keep live elements 1/4" inside trim on all sides.	
Full Page	7 7/8" x 10 1/2"
Spread	15 3/4" x 10 1/2"
2/3 Vertical	5" x 10 1/2"
2/3 Horizontal	7 7/8" x 6 3/4"
Digest	5" x 7 1/4"
1/2 Vertical	3 7/8" x 10 1/2"
1/2 Horizontal	7 7/8" x 5 1/8"
1/2 Horizontal Spread	15 3/4" x 5 1/8"
1/3 Vertical	2 5/8" x 10 1/2"
1/3 Square	5" x 5 1/8"
1/3 Horizontal	7 7/8" x 3 1/2"

Non-Bleed Ad Sizes	Trim W x L
2/3 Vertical	4 3/4" x 10"
2/3 Horizontal	7 1/4" x 6 1/2"
Digest	4 3/4" x 7"
Digest for Marketplace	4 3/4" x 6 7/8"
1/2 Vertical	3 1/2" x 10"
1/2 Horizontal	7 1/4" x 4 7/8"
1/2 Horizontal Spread	15 1/4" x 4 7/8"
1/3 Vertical	2 1/4" x 10"
1/3 Square	4 3/4" x 4 7/8"
1/3 Horizontal	7 3/8" x 3 1/4"
1/6 Vertical	2 1/4" x 4 7/8"
1/6 Horizontal	4 5/8" x 2 3/8"
1"	2 1/4" x 1"
2"	2 1/4" x 2"
3"	2 1/4" x 3"

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