

FARM & RANCH

P U B L I S H I N G , L L C

Digital File Requirements

Farm & Ranch utilizes a digital workflow and we require all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

Finished page size: 8.5" x 10.875"

	<u>Bleed Width</u>	<u>Bleed Depth</u>	<u>Non Bleed Width</u>	<u>Non Bleed Depth</u>
Full page ad:	8.75"	11.125"	7.625"	10.375"

Live matter should be held .25" from trim on full bleed ads

Macintosh format files required: Adobe InDesign or QuarkXpress with associated graphic files and fonts. Files should conform to Farm & Ranch guidelines. Also accepted: Illustrator and Freehand .eps files. All fonts, native files and high resolution links should be included. All color in documents must be CMYK (no spot colors). If spot colors are used they will be converted to 4-color process inks.

PDF files: If PDF files are provided files must be written at a **resolution of at least 300 ppi** and **fonts** and **images** must be **imbedded**. All color in documents must be CMYK (no spot colors). If spot colors are used they will be converted to 4-color process inks.

Accepted Media Transfer: CD-ROM, ZIP disk. **FTP:** By going to www.rpghou.com you can:
• Enter Company Name • Enter order ID from contract • Upload Camera ready ad

Photoshop .tiff or .eps files should be 350 pixels per inch, at 100% of size to be used.*

FILM SEPARATIONS ARE NOT ACCEPTED.

*** PLEASE NOTE:** If a digital camera is used for images, be sure to set the digital camera to its highest resolution setting to capture the images. Typically digital camera images and images that are used on the web are a very **low resolution** and are not at a sufficiently high enough resolution for offset printing. They look good on your computer screen but will appear **bitmapped** (jagged edges) and **blurry** on a printed page. If your image will fit on a floppy disk or e-mails easily it is probably not high enough resolution. **For example, a Photoshop tiff image measuring 4" x 2.5" is typically 4.6 megabytes in file size.**