

AD SPECIFICATIONS NEW ENGLAND GROWS 2012

DEADLINES

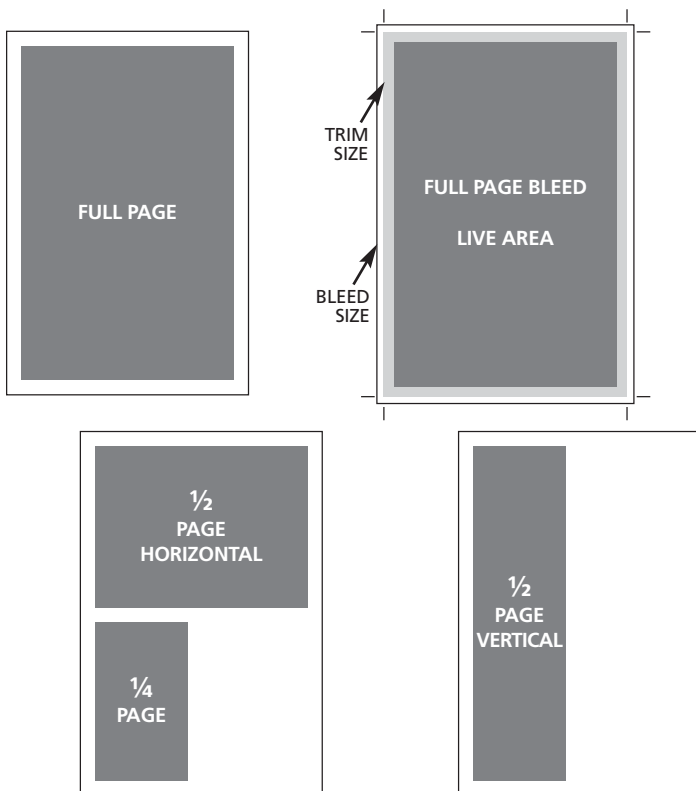
- Discount Rate Deadline **October 30, 2011**
- Final Deadline for space reservation, payment & materials **November 15, 2011**

NEW AD SIZES

- Full Page (Color or B&W) 5³/₈" x 8¹/₂"
- Full Page Bleed (Color or B&W) 6¹/₄" x 9¹/₄"
TRIM SIZE: 6" x 9"
LIVE AREA:* 5¹/₂" x 8¹/₂"
- Half Page (Color or B&W) 5³/₈" x 4¹/₈" (Horizontal)
- Half Page (Color or B&W) 2⁹/₁₆" x 8¹/₂" (Vertical)
- Quarter Page (B&W only) 2⁹/₁₆" x 4¹/₈"

*All critical text and images must be within the live area to accommodate for trim and gutter.

- ▶ Color ads are subject to availability. Placement based on discretion of publisher.
- ▶ Specialty locations are offered on a first-come, first served basis – please call contact Janet Bemis for availability:
Janet@NewEnglandGrows.org



DIGITAL FILE FORMATS

The show guide is produced on a Mac platform.

- Adobe PDF/X1a is the preferred format with high resolution images and fonts embedded

We can also accept the following:

- Quark XPress 8
 - All images and fonts included
- CS4 Adobe Illustrator or InDesign
 - Text converted to outline, images embedded and included
- Adobe Photoshop
 - 300 dpi TIFF
 - CMYK or grayscale

ACCEPTED MEDIA

- Electronic transfer to **Janet@NewEnglandGrows.org**
- CD or DVD

DIGITAL FILE SPECS

- ▶ All images must be CMYK or Grayscale, 300 dpi resolution, TIFF or EPS. Low resolution graphics not accepted.
- ▶ 4-Color ads MUST include a contract color proof (SWOP standards). If proof is not included advertiser will be charged \$50. Color ads with other types of proofs will be printed to "pleasing color" standards at the discretion of the publisher.
- ▶ Color must be designated as CMYK (no RGB or spot color).
- ▶ Black & White ads MUST include a laser proof.
- ▶ Do not submit color files for black & white ads.
- ▶ If your B&W ad is submitted as art to be scanned, it must be printed on photo/laser quality paper, 600 dpi or higher. An additional charge will apply: Quarter Page \$35; Half Page \$45; Full Page \$75.

GRAPHIC DESIGN SERVICES

Please contact Janet@NewEnglandGrows.org for a quote.

ADDITIONAL COSTS

A minimum \$50 fee will be charged for changes that must be made to an ad that is not suitable for printing (i.e. size, format, image quality, and/or layout changes). Advertiser will be contacted if work exceeds \$50 minimum.

PAYMENT

All advertising must be pre-paid. No ad agency discounts.

CONFIRMATION

Confirmation will follow upon receipt of contract and full payment. We will not invoice.

RIGHTS OF THE PUBLISHER

New England Grows, Inc. reserves the right to refuse or edit any advertisement for any reason it deems necessary.

