

# AD SPECIFICATIONS NEW ENGLAND GROWS 2011

## DEADLINES

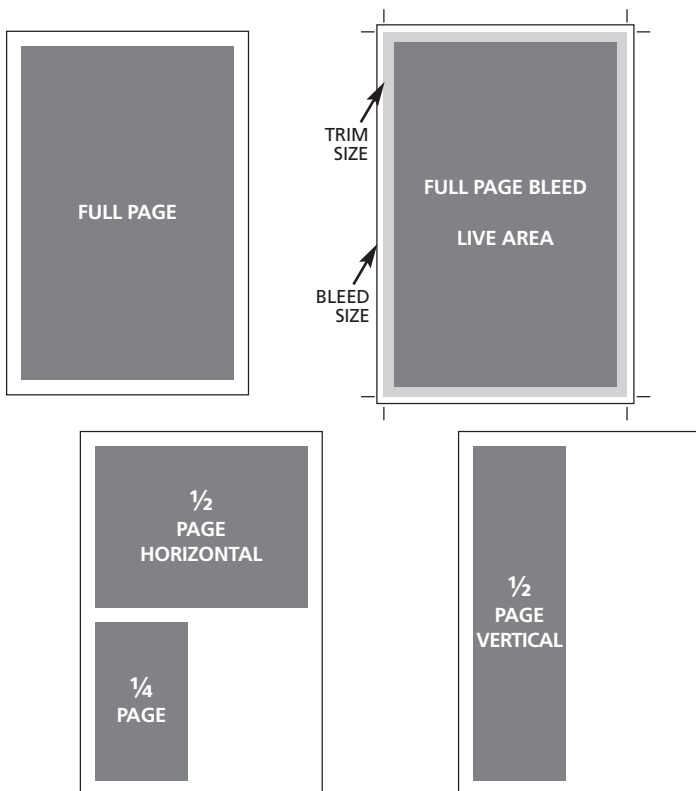
- Discount Rate Deadline **October 1, 2010**
- Final Deadline for space reservation, payment & materials **November 12, 2010**

## NEW AD SIZES

- Full Page (Color or B&W) 5<sup>3</sup>/<sub>8</sub>" x 8<sup>1</sup>/<sub>2</sub>"
- Full Page Bleed (Color or B&W) 6<sup>1</sup>/<sub>4</sub>" x 9<sup>1</sup>/<sub>4</sub>"  
TRIM SIZE: 6" x 9"  
LIVE AREA:\* 5<sup>1</sup>/<sub>2</sub>" x 8<sup>1</sup>/<sub>2</sub>"
- Half Page (Color or B&W) 5<sup>3</sup>/<sub>8</sub>" x 4<sup>1</sup>/<sub>8</sub>" (Horizontal)
- Half Page (Color or B&W) 2<sup>9</sup>/<sub>16</sub>" x 8<sup>1</sup>/<sub>2</sub>" (Vertical)
- Quarter Page (B&W only) 2<sup>9</sup>/<sub>16</sub>" x 4<sup>1</sup>/<sub>8</sub>"

\*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 Diane Zinck for availability: [dzinck@NewEnglandGrows.org](mailto:dzinck@NewEnglandGrows.org)



## FILE FORMATS

The show guide is produced on a Mac platform.

- Adobe PDF/X-1a is the preferred format

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
- CS4 Adobe Photoshop
  - 300 dpi TIFF or EPS format
  - CMYK or grayscale

## ACCEPTED MEDIA

- Electronic transfer to [dzinck@NewEnglandGrows.org](mailto:dzinck@NewEnglandGrows.org)  
For ftp instructions, please contact [Janet@NewEnglandGrows.org](mailto:Janet@NewEnglandGrows.org)
- CD or DVD

## DIGITAL FILE SPECS

- ▶ Images must be supplied as 300 dpi TIFF or EPS files at 100% (no JPG or PCT). 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](mailto: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.