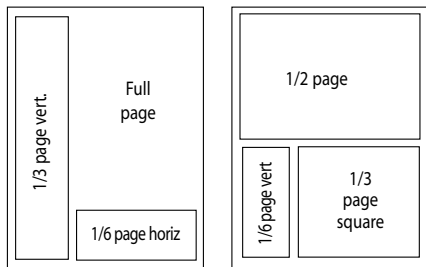


# Small Farm <sup>CANADA</sup> Advertising Specifications



## AD SIZE

F/P Bleed (inc .25" bleed) . . . 8.825"W X 11.125"H  
Trim edge 8.325"W X 10.625"H. *Live area 7.25" x 10"*

- Full page . . . . . 7-1/4"W X 10"H
- 2/3 page . . . . . 4-3/4"W X 10"H
- 1/2 page . . . . . 7-1/4"W X 4-7/8"H
- 1/4 page . . . . . 3-1/5"W X 4-7/8"H
- 1/3 page square . . . . . 4-3/4"W X 4-7/8"H
- 1/3 page vertical . . . . . 2-1/4"W X 10"H
- 1/6 page vertical. . . . . 2-1/4"W X 4-7/8"H
- 1/6 page horizontal . . . . . 4-3/4"W X 2-3/8"H

## DIMENSIONS

## The Publication

**Small Farm Canada** operates a digital workflow using direct-to-plate technology and is printed on a sheetfed press. Publication Trim size: 8-3/8" X 10-3/4", saddlestitched, stock: 60 lb throughout. Our production environment is Mac Indesign CS3

**IMAGES:** Please ensure that all photos are at least 200 dpi resolution. **Optimum resolution is 266.** Pictures from web pages are only 72 dpi and will not reproduce as well.

When saving images from Photoshop please ensure the following: 1) Embed Colour Profile is unchecked 2) Compression is set to NONE 3) Colour settings should specify a dot gain of 20% with LIGHT black generation

**COLOUR:** *Small Farm Canada* is entirely four colour process. Ads using spot colours or pantone colours are converted to CMYK.

**SCREENS:** Halftones and screens are printed at 133 line screen. A 20% dot gain can be expected.

## ELECTRONIC FILES

**Small Farm Canada operates a digital workflow using Adobe CS3 and prefers ads in the following formats: Adobe Acrobat PDF, EPS, PSD, TIFF, InDesign**

### Adobe Acrobat PDF Files—

Preferred files are generated by Adobe Acrobat using the Distiller Job Option **PRESS SETTING**.

Distiller Job Options settings:

- Compatibility: Acrobat 5
- Optimize PDF w Resolution: 2400 dpi
- Check the Embed All Fonts box
- Color...specify Leave Color Unchanged

### Adobe Photoshop to Ver. CS3

- Save as tiff format or supply PSD.
- Flatten all layers
- Convert to CMYK, 20% dotgain, light black ink generation
- Compression set to NONE!

### Adobe Illustrator to Ver. CS3

- Save as EPS Files
- Create outlines/paths of all text
- All imported images must be embedded or linked and included.
- Save the file as CMYK with an output resolution no lower than 800 dpi

### Adobe In-Design

- Collect for output with all fonts and Graphics
- Compress all items into one file
- Fax proof of ad for reference

### Other formats:

Corel Draw (IMPORTANT: Corel files must be saved as eps files compatible with Illustrator. If possible please supply graphics and photos as additional separate files).

QuarkXPress - Supply as PDF.

### Unsuitable formats

Adobe Pagemaker (not supported)  
Microsoft Word / Microsoft Publisher files (not supported). If you have created your ad in a Microsoft product and unable to save as a PDF file, please send fax of layout and send text and images by email. We will layout the ad, art charges may apply.

### Compression:

When emailing ad files it is always preferred to compress your files. Hatchery International can accept .zip or .sit files.

## Sending Files

Files up to 5 mb can be sent by email to [production@smallfarmcanada.ca](mailto:production@smallfarmcanada.ca) Over 10mb, please use a method below and email notification:

### web browser

<http://www.smallfarmcanada.ca/sfcdrop.html>. Multiple Files must be compressed. 1 file per upload session. Size limit 60mb

### FTP

Host: helpdesk.islandnet.com  
UserID: capamara  
Password: design

### IDISK (for Mac users)

<http://idisk.mac.com/capamara-Public>

Labeling: Label your file name with your company name, not ours. Email us if you are unsure about anything.