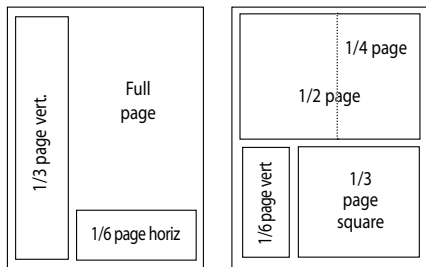


Small Farm ^{CANADA} Advertising Specifications



AD SIZE	DIMENSIONS
Full page	8.125"W X 10.75"H
- add 0.25" bleed all sides	
- type safe area 7.125" x 9.75"	
Full page non-bleed.	7"W X 10"H
2/3 page	4.625"W X 10"H
1/2 page	7"W X 4.825"H
1/4 page	3.5"W x 4.825"H
1/3 page square	4.625"W X 4-7/8"H
1/3 page vertical	2.25"W X 10"H
1/6 page vertical.	2.25"W X 4.825"H
1/6 page horizontal	4.625"W X 2.325"H

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 Lectrabrite 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 8 mb can be sent by email to james@capamara.ca Over 10mb, please use a method below and email notification:

web browser (preferred method)
<http://capamara.com/client-area/>
Password: capclient
Multiple Files must be compressed. 1 file per upload session. Size limit 60mb

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

IDISK drop in appropriate directory
<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.