



### AD SIZE

### DIMENSIONS

Full page (bleed) . . . . . 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

### SENDING FILES

**Small Farm Canada operates a Macintosh workflow. Preferred advertising material is supplied as Adobe Acrobat PDF** using the preset PDF/X-1a.

We can also accept ads in EPS, TIF, InDesign, Adobe Illustrator, Adobe Photoshop formats.

**Send your ad files to your sales contact or**

**Email: [production@smallfarmcanada.ca](mailto:production@smallfarmcanada.ca)**

Files larger than 10mb should be sent by Dropbox link, FTP link, Yousendit.com or wetransfer.com

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

**Small Farm Canada** is printed on a sheetfed press. Publication Trim size: 8.125"W X 10.75"H Saddlestitched, matte stock throughout. Our production environment is Mac using Adobe CS.

**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.

### Guidelines

- 1) **Colour** - Always use CMYK, no spot colours or RGB.
- 2) **Registration** - for perfect registration follow these guidelines
  - Set any 100% black elements to overprint underlying colours.
  - Never use black elements made from all 4 process colours. Your black type should be 100K only
  - When using white type or graphics, do not make them small or too fine in detail. Avoid placing white elements on a multi-plate colour background.

