

# 2010 FGN Print Advertising Rates

## 4 Color Ad Rates

Size	1x	6x	12x
Tabloid Spread	\$5,120	\$4,840	\$4,600
Tabloid 1/2 Pg. Spread	\$4,710	\$4,390	\$4,120
Tabloid Page	\$3,675	\$3,450	\$3,260
Magazine Page Plus	\$3,440	\$3,195	\$2,985
Magazine Page	\$3,155	\$2,915	\$2,710
Tabloid 1/3 Page	\$2,325	\$2,205	\$2,100
Tabloid 1/4 Page	\$2,175	\$2,080	\$2,015
Tabloid 1/6 Page	\$1,995	\$1,925	\$1,875
Tabloid 1/8 Page	\$1,950	\$1,875	\$1,825

## Black & White Ad Rates

Size	1x	6x	12x
Tabloid Spread	\$2,910	\$2,675	\$2,465
Tabloid 1/2 Pg. Spread	\$1,765	\$1,670	\$1,590
Tabloid Page	\$1,635	\$1,535	\$1,455
Magazine Page Plus	\$1,030	\$955	\$885
Magazine Page	\$915	\$840	\$775
Tabloid 1/3 Page	\$570	\$530	\$505
Tabloid 1/4 Page	\$415	\$385	\$370
Tabloid 1/6 Page	\$255	\$225	\$210
Tabloid 1/8 Page	\$210	\$195	\$190

## Split-Run Charges:

	1 page	2 pg. spread
B&W	\$290	\$410
2C	\$410	\$570
4C	\$800	\$985

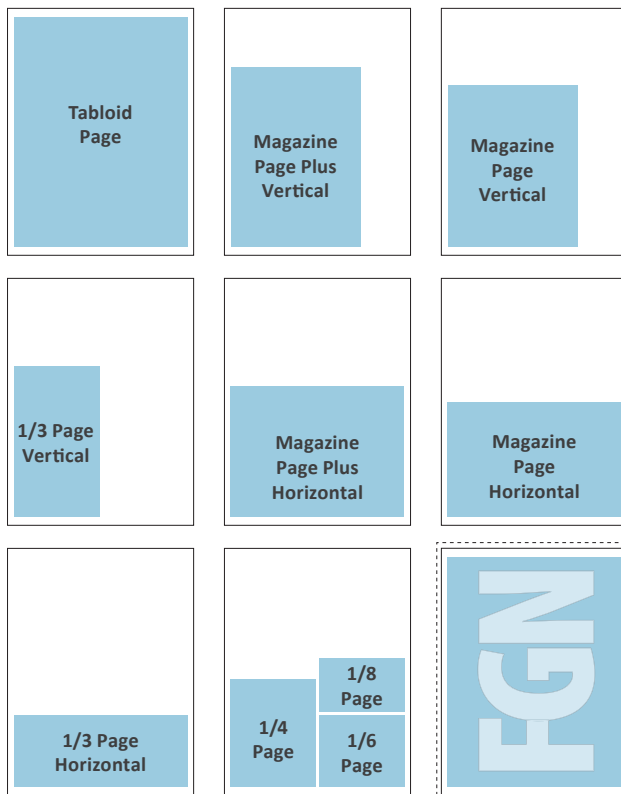
## Display Classified:

\$32 per column inch.  
(Column inch is  
2.375" wide x 1" deep)

4-color ad insertions are non-cancelable

Color Options: \$300 – Standard red, green, yellow or blue, \$600 – Matched color

# Ad Specifications



## General Information:

- Process: Web Offset Lithography
- Binding: Saddlestitch
- Advertising materials will be retained for one year unless otherwise requested.

## Fonts:

- Please include or embed all document fonts.
- We are not responsible for print quality of ad copy below 10-point size.

## Color:

- All color images must be CMYK.
- Do not use RGB, PMS or Indexed Color images.

## Document Size & Information:

- Trim size dimensions: 10.375" x 13.75"
- Live area must be at least 3/8" from the trim.
- All bleeds must extend AT LEAST 1/8" beyond the trim.

## Placed Graphics:

- Include or embed all images used in the document.
- Avoid nesting EPS files within other EPS files.
- Avoid excess sizing (above 15%) or skewing of images.

## Electronic Ad Submissions:

Ad materials must be sent via e-mail, CD or FTP.

- Image size: 300 dpi
- We accept the following formats:
  - PDF, EPS and TIFF files (must be print ready)
  - Adobe CS4 or earlier (InDesign, Photoshop, Illustrator)
  - QuarkXPress 6 or earlier
- Microsoft Publisher and Adobe PageMaker files cannot be accepted.

## Ad Sizes

Trim Size	10.375" x 13.75"
Tabloid Spread	20" x 12.75"
Tabloid 1/2 Page Spread	20" x 6.375"
Tabloid Page	9.625" x 12.75"
Magazine Page Plus (vertical)	7.2" x 10"
Magazine Page Plus (horizontal)	9.625" x 7.25"
Magazine Page (vertical)	7.2" x 9"
Magazine Page (horizontal)	9.625" x 6.375"
1/3 Page (vertical)	4.75" x 8.4"
1/3 Page (horizontal)	9.625" x 4"
1/4 Page	4.75" x 6"
1/6 Page	4.75" x 4"
1/8 Page	4.75" x 3"
Farm Market Spotlight	3.5" x 4.375"

## Send files to:

Fruit Growers News

Attn: Greg Ryan, Graphic Designer  
75 Applewood Dr., Suite A  
Sparta, MI 49345

Ads less than 10MB may be sent to: [production@fruitgrowersnews.com](mailto:production@fruitgrowersnews.com).

Ads over 10MB should be uploaded to our ftp site: <ftp.greatamericanpublish.com> (user name: u38721114-gapdesign, password: ftpuser).

Call Greg Ryan at 616-887-9008, ext. 105, or e-mail [production@fruitgrowersnews.com](mailto:production@fruitgrowersnews.com) if you have questions.