

Ad submission guidelines

Our publications are printed on a four-color, cold-set web press. The following guidelines will help eliminate registration problems so your ad will print clearly and be easy-to-read.

Camera-ready file formats

Progressive Publishing's production department uses Apple® computers and Adobe® software to give its clients state-of-the-art graphics.

When submitting camera-ready artwork (ads you prepare yourself), we ask that you submit your ad in one of the following formats, in order of preference:

- Adobe PDF® with 300 dpi (or higher) images and embedded fonts (not subsets)
- Adobe InDesign CS5® and prior versions (Please package the ad to include all links and fonts **OR** linked files must be embedded and fonts outlined.)
- Adobe Illustrator CS5® and prior versions (Linked files must be embedded and fonts outlined.)
- Quark XPress 6.5® and prior versions (Please package the ad to include all links and fonts **OR** linked files must be embedded and fonts outlined.)

Need help creating your ad?

If you do not have access to software that can create an ad in one of the above formats, we have graphic designers available to assist you with your ad creation or conversion from its current format, at no additional cost to you. Please submit photos and text in an electronic format along with your ad ideas. We will be happy to prepare your ad and send you a proof for approval. Please ask your advertising representative for more information about these services.

Sending ad materials

Please e-mail your camera-ready artwork to your sales representative.

Alan Leavitt	alan@progressivepublish.com
Glen Leavitt	glen@progressivedairy.com
Jeff Stoker	jeff@progressivepublish.com
Sal Gomez	sal@progressivedairy.com
Layne Whitby	layne@progressivedairy.com
Natalie Kite	natalie@progressivedairy.com
Fredric Ridenour	fredric@progressivedairy.com

For files larger than 10 MB please place camera-ready artwork and/or packaged .zip or .sitx files on our FTP site in addition to sending notification to your sales representative:

FTP Address: ftp://www.progressivepublish.com

Username: ads@progressivepublish.com

Password: ads

(If you are experiencing problems or have not used FTP before, please download our FTP instructions at http://bit.ly/ProPublish_FTP)



Please mail your ad copy and photographs to:

Graphic Design Department
Progressive Publishing
238 West Nez Perce
PO Box 585
Jerome, ID 83338

Rules of the road

Listed below are some helpful tips to ensure your ad reproduces to your expectations.

Full Bleed Ads*

You may choose to run a Full or Double Page ad full bleed so that it covers the entire page, leaving no margin. Please note that when setting up your artwork, your document should be the trim size of the publication your ad will be running in if using InDesign or Quark XPress. For all other programs please use the bleed size as indicated on page 23. Any text, logos or elements other than photos should remain .25 inches from the edge of the trim size dimensions. Templates can be downloaded from progressivedairy.com/ads/templates or call your sales representative.

Photos

Digital camera photos and scanned photos are acceptable. If using photos taken off the Internet, you must have permission from the owner. We recommend using photos you own or have purchased. Progressive Publishing is not responsible for illegal photos. All photos should be CMYK (not RGB). Photos should be at least 300 dpi and sized correctly in Adobe Photoshop®, then saved in a .psd or .tif format. Keep the original photos in a separate folder and work only on copies.