

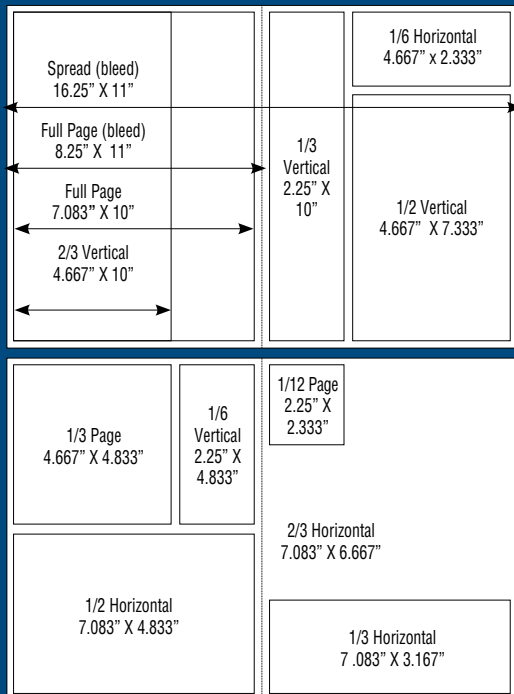
POTATO GROWER AD SPECS

MECHANICAL REQUIREMENTS

Trim Size	8" x 10.75"
Live Area Page	7.083" x 10"
Live Area Spread	.15" x 10"
Spread Bleed Size	16.25" x 11"
Page Bleed Size	8.25" x 11"
Binding Method	Saddle Stitched

- Two-color ad material should be supplied as four-color process.
- Publisher will charge for additional make-ready costs, including layout. PMS colors will be matched to four-color process. Production work billed at \$50 per hour U.S. funds.

DIMENSIONS



No extra charge for bleeds.

FILE REQUIREMENTS

Materials MUST be submitted in electronic format. If you need assistance in this matter, please contact your sales rep.

Guidelines in supplying your materials:

◆ **Photos:** Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media. Artwork: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines.

◆ **Ads:** Indesign; Photoshop, Illustrator. Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. No RGB. High-resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

◆ **Media Supported:** CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible

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◆ **Commissions:** 15 percent to recognized agencies for agency-supplied ads. Note: Publisher will charge for additional make-ready costs, including layout, typesetting, strip-ins and camera work. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days.

TERMS AND CONDITIONS

EXTRAS: Advertising rates are based on digital files. However, normal ad preparation is provided free of charge. Complicated or unusual ad preparation is charged at cost. Two-color rates are based on usage of process color. To guarantee special position, add 5 percent to cost of space. Odd size ads: 20 percent extra charge.

INSERTS AND COST: Supplied by advertiser. One-page insert must have 4-inch flag. Earned black and white page rate. (One page considered one sheet, both sides.) Consult advertising department for bind-in costs and shipping instructions. Bind-in inserts should be supplied folded with a high folio lap of 1/4-inch.

COMMISSIONS: 15 percent to recognized agencies for digital files.

CIRCULATION: Total press run is 12,700. Consult your sales representative for territorial distribution details (split runs).

OTHER SERVICES: Inserts, polybagging, belly band, list rentals, cover wrap, reprints are available. Call for rates.

TERMS AND CONDITIONS: All advertisements are subject to acceptance by publisher and the advertising contract is therefore deemed to have been entered into at Idaho Falls, ID, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements.

Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days.

Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees.

Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.

MAILING INSTRUCTIONS

TO ADVERTISE: Send materials and advertising order to: *Potato Grower*, c/o Harris Publishing Inc., 360 B St., Idaho Falls, ID 83402. Telephone: (208) 524-7000; FAX (208) 522-5241 For questions regarding ad materials and production, call Dave Alexander, (208) 542-2213 E-Mail: dave@harrispublishing.com.

STAFF

Publisher	Jason Harris
Senior Editor	Steve Smede
Editor	Tyler J. Baum
Assistant Editor	Nancy Sanchez
Advertising Director	Dave Alexander
Account Executive	Rob Erickson
Group Secretary	Magdalene Mercado
Circulation Manager	Yvonne Young
Web Master	Darrin Steffler
Production Manager	Janet Chase
Design Artist	Angela Hardy
Design Artist	Dayne Dingman
Controller/Accounts	Clayton Ward
Marketing Director	Robin Black

For planning information, please call:
Dave Alexander, (208) 542-2213
e-mail: dave@potatogrower.com



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www.potatogrower.com