

Ad submission guidelines

Our publications are printed on a four-color, cold-set web press. This type of printing presents some special ad preparation considerations because it is sensitive to humidity changes, which can cause paper to stretch or shrink, resulting in color registration issues. Adherence to the following guidelines will mitigate or completely eliminate registration problems so your ad will print clearly and be easy-to-read.

Camera-ready file formats

Progressive Dairy 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 200 dpi (or higher) images and embedded fonts (not subsets) (Ads on *Progressive Dairyman's* glossy wraps will need to be 300 dpi (or higher).)
- Adobe InDesign CS3® and prior versions (Please package the ad to include all links and fonts **OR** linked files must be embedded and fonts outlined.)
- Adobe Illustrator CS3® and prior versions (Linked files must be embedded and fonts outlined.)
- Quark Express 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?

The above programs produce the highest quality ads. 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:
dairy@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 dairy@progressivedairy.com:

FTP Address: ftp.progressivedairy.com

Username: dairy

Password: dairy

Please mail your ad copy and photographs to:

Graphic Design Department
Progressive Dairy 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.

Color

All ads should be submitted in CMYK only! Do not send photos, text or PDFs in RGB format; some color shifting occurs between the computer screen and the printing press. A CMYK-formatted file will minimize the shift, especially if you use Pantone Matching System®'s color swatches or similar settings for specific process colors. Do not use process black! Use only 100 percent black that has no other colors included for text or vector lines.

Photos

Digital camera photos and scanned photos are acceptable. If using photos taken off the Internet, you must have permission from the owner. Use photos you own or have purchased. Progressive Dairy Publishing is not responsible for illegal photos. All photos should be CMYK (not RGB). Photos should be at least 200 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.

We are here to help

If you have any questions, contact us by e-mail at production@progressivedairy.com or by phone at (800) 320-1424 or (208) 324-4860.



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