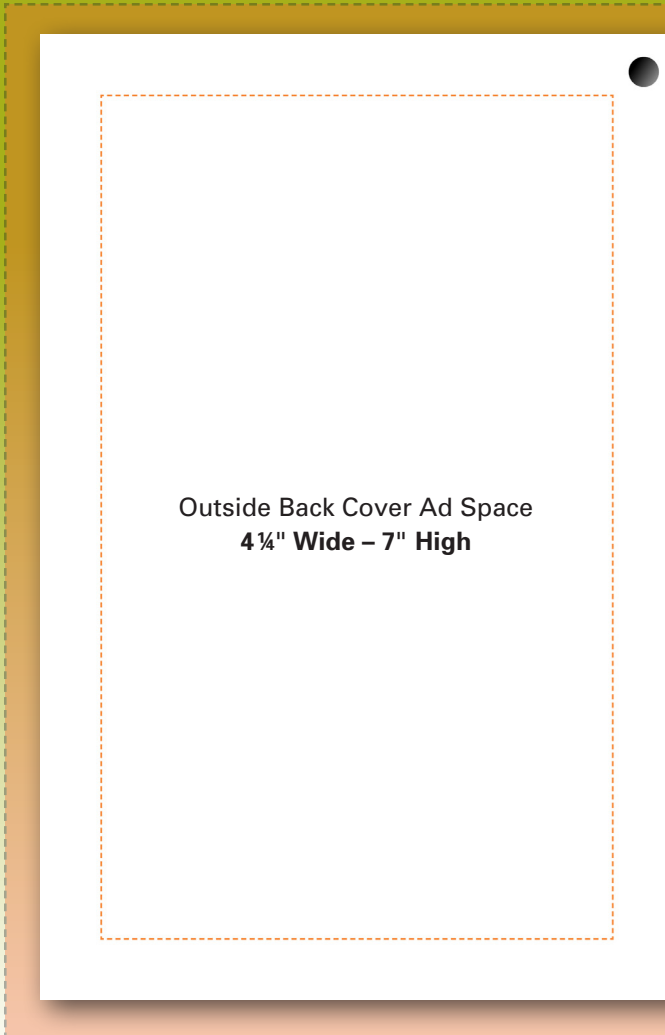
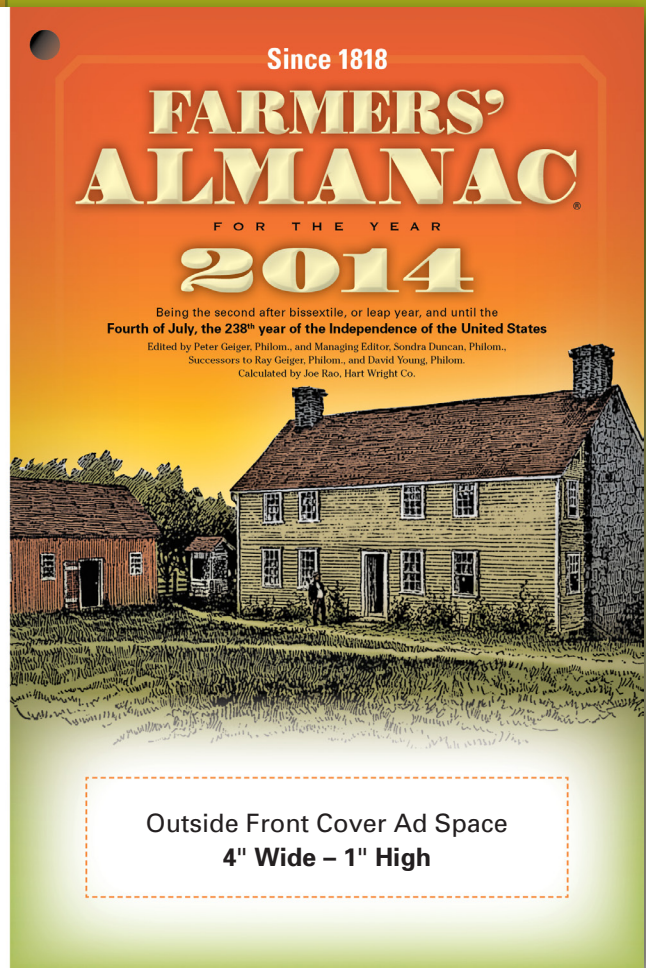


# AdTechSpecs

Publication size closed: 5¼" W x 8" H. Bindery method: Saddle-stitched.  
Printed on white glossy 100# text weight paper.



Add ¼" to background or image for bleed



## WHAT DOES PRINT-READY MEAN?

Print-ready is a term used in the printing industry meaning that a file or document is technically ready to go to press or be printed. For any file or document to qualify as print-ready, it must meet the following technical requirements:

- Files submitted should be at 100% size.
- They must have a resolution of 300 dpi (dots per inch) and saved in the proper format (PSD, TIF, EPS, AI, high resolution JPG or PDF).

- RGB images must be converted to CMYK color.
- All fonts should be included or have been set to create outlines if created using Adobe InDesign, Illustrator, or Photoshop.
- For ads designed to bleed, the background or image area must extend ¼ inch beyond the top, bottom and left sides of the trim size of the publication.

Any file that does not meet this criteria will not be considered as print-ready and may be subject to additional charges for modifications and tweaks.

Submit your print-ready art to: [sales@farmersalmanac.com](mailto:sales@farmersalmanac.com)

