Catalog printing specs + ad sizes

AD SIZES

Full-page bleed:
Ads print to edge (bleeds off page) 8.75" w x 11.25" h (Untrimmed ad) Bleed size is .125" on all sides

Full-page trim size:
8.5" w x 11" h
Live area: 7.75" w x 10.25" h.
Keep live matter (text, etc) at least .375" from trim edge all sides.

Half-page size:
7.55" w x 4.875" h.
Half page ads do NOT bleed (print to edge). Ads will print within a black thin-lined bounding box.

FILE SPECIFICATIONS

300 DPI and CMYK color mode, JPG files preferred.
PDF files are acceptable if all type included in file*.

Note: To ensure all text displays correctly, please flatten all layered files before making PDF. If ad is created in Adobe Illustrator, please convert all text to outlines before making your PDF.

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SENDING DIGITAL ADS

Please email ads to:
ads@muremedia.com

Please include your name, farm name, and contact phone number within the body of your email. You will be sent an email confirming receipt of your ad. If you do not receive email confirmation, please call Mure Media at 607 435 0470 or 607 432 6860

NEED HELP?

If you have questions about creating your ad, or would like to speak to us about creating the ad for you, please call or email us.

info@muremedia.com
607 432 6860 or
607 435 0736

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AD FORMAT & SIZE DIAGRAM

—— TRIM- Final size of ad
– – LIVE AREA
▨ AD
▨ 1/8" (.125) BLEED

FULL PAGE ADS:
FULL-BLEED, VERTICAL FORMAT
Ads print to the page edge. Artwork should fill entire full-bleed size. Critical elements must be within Live Area noted below.

LIVE AREA
AD SIZE:
7.75" x 10.25"

FULL BLEED
AD SIZE:
8.75 " x 11.25"

1/2 PAGE ADS:
NON-BLEED, HORIZONTAL FORMAT
Ads print within black thin-ruled box. Ads will display centered left and right, and top and bottom within box.

7.5" x 4.875"   7.5" x 4.875"