

File Requirements

The Cattleman

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www.thecattlemanmagazine.com

Contacts:

Ellen Humphries Brisendine, Editor
Dianne Long, Systems/Operations Manager
Linda Lee, Production/Graphics
Hannah Tabor, Advertising Coordinator
John Andras, Livestock Advertising
Anita Braddock, Commercial Advertising

Digital File Requirements

Label all disks:

- Indicate whether disk is MAC or PC format
- Provide name of ad and issue the ad is to run
- List company name and a contact person with phone number

List all files to be output:

- Print a directory of the contents of the disk
- Include final version printout with disk
- Indicate files to be used
- List the application and version in which the file was created

Graphic requirements:

- All photo files must be a minimum of 266dpi
- All line art files must be a minimum of 600dpi
- If using a digital camera, shoot at highest quality mode (1200X800 minimum)
- Do not send low-resolution files taken from web sites
- Do not send files placed in Word
- Convert all files to CMYK unless you require a match PMS color. All other spot colors and RGB will be converted to CMYK. We will not guarantee the color if we have to convert from PMS or RGB to CMYK.
- PDF files must be grayscale or CMYK unless you require a match PMS color. All graphics must be high resolution. All fonts must be embedded. We will not guarantee quality of print if you send low-resolution files. We will not guarantee the color if we have to convert from PMS or RGB to CMYK.

Include all necessary files:

- Send a copy of the FINAL VERSION of the file (i.e., Quark, InDesign)
- Native files (including layers of Photoshop and Illustrator files)
- All graphic files for illustration art and images

Send a complete font list:

- Send copies of all screen and printer fonts used
- Include any fonts used in illustrations or eps files
- CONVERT ALL TYPE TO OUTLINE when sending eps files or embed all type fonts
- Use only PostScript fonts

Send a hard copy proof:

- Print the file at 100%
- PDF files accepted for proofs

E-mail requirements:

- Do not e-mail files that are larger than 6MB. Send elements in separate e-mails if necessary or call Hannah Tabor or Dianne Long for instructions.
- Indicate in your e-mail message the name of the ad and in which issue it is to run.
- Furnish contact information in case there are problems or questions with the file.
- Send a PDF final version for proof.

**Web advertising is available.
Call 800-242-7820 for further information.**

Mechanical Requirements

Trim Size: 8 x 10.875

Bleed Size: 8.25 x 11.125

Live Area: 7 x 10

Margins: Top: .438 inches

Bottom: .438 inches

Inside/Gutter: .563 inches

Outside: .562 inches

Line Screen: 150 Cover: 133 Inside

Ad Size:

1 Page Live Area — 7"W x 10"D

1/2 Page Vertical — 3.313"W x 10"D

1/2 Page Horizontal — 7"W x 5"D

1/2 Page Island — 4.5"W x 7.5"D

1/3 Page Vertical — 2.125"W x 10"D

1/3 Page Square — 4.5"W x 5"D

1/4 Page Horizontal — 4.5"W x 3.75"D

1/4 Page Vertical — 3.313"W x 5"D

1 Column Width — 2.125"

1-1/2 Column Width — 3.313"

2 Column Width — 4.5"

3 Column Width — 7"

File Requirements

- We reserve the right to substitute fonts when necessary — matching your choice as closely as possible.
- We reserve the right to rebuild any ad that doesn't meet our file requirements.

Programs Accepted:

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
QuarkXPress

Programs NOT Accepted:

Microsoft Publisher
PictureIt
Any graphics placed in Word
Power Point

**Deadline for space reservations and
advertising materials is the last day of the
month, two months prior to publishing.**