

### General Information

Michigan Gardener is printed cold-offset web on 35# premium uncoated groundwood using stochastic screening.

#### Submitting ads

We accept ads via e-mail or wetransfer.com.

#### Accepted formats

PDF or JPEG

#### Using e-mail to send ads

- Ads sent via e-mail should be no larger than 15MB. (If larger than 15MB, please use wetransfer.com)
- Please include a contact name and phone number in the event we have questions.
- Send ads to: **[publisher@MichiganGardener.com](mailto:publisher@MichiganGardener.com)**

#### Production questions? Call us or e-mail us.

Contact Jonathon Hofley at 248-594-5563  
or [j@michigangardener.com](mailto:j@michigangardener.com)

### Do's and Dont's

#### PDF Guidelines

All PDF ads must have the following attributes:

- All fonts must be embedded.
- PDF page size must be the exact ad size.  
For example, 1/4 page = 4.75" x 5.25".
- When selecting job options for creating a PDF, either of the following will yield good results: PDF-X1 or Press Quality.
- Do not include ANY printer marks (crops, color bars, etc.)

#### Using photos from the web (Flickr, Facebook, etc.)

- Resolution of photos which appear on websites is typically 72 dots per inch (DPI). In order to print sharp and clear images in *Michigan Gardener*, image resolution needs to be 240DPI.  
If you plan to use an image from a website, remember that in order for it to appear sharp and clear in the magazine, it can only be used at about 1/3 the size it displays on a website.

#### Color Photos / Ads in JPEG format

- Minimum photo resolution at 100% must be 240DPI.
- **If there is type in the image, resolution must be 300DPI.**
- Save color photos in CMYK mode (not RGB).
- Total ink coverage for color photos must not exceed 250%.



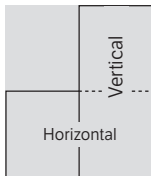
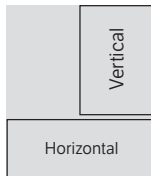
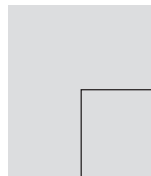
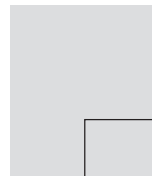
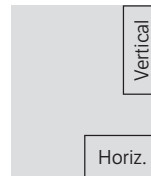

#### Borders

- Ads that are less than a full page must have a border that encloses the ad within the required size.  
The border should be the exact ad size.  
For example, 1/4 page = 4.75" x 5.25".

#### Bleeds

- Bleeds are offered only on **full page ads**.
- When creating a bleed ad, set your document size to the magazine's trim size of 10.5" x 11.5". Pull all bleeds a minimum of 1/4" from the document edge and keep all live matter 3/8" inside the trim size.
- For more information on full page ads, see page 2.

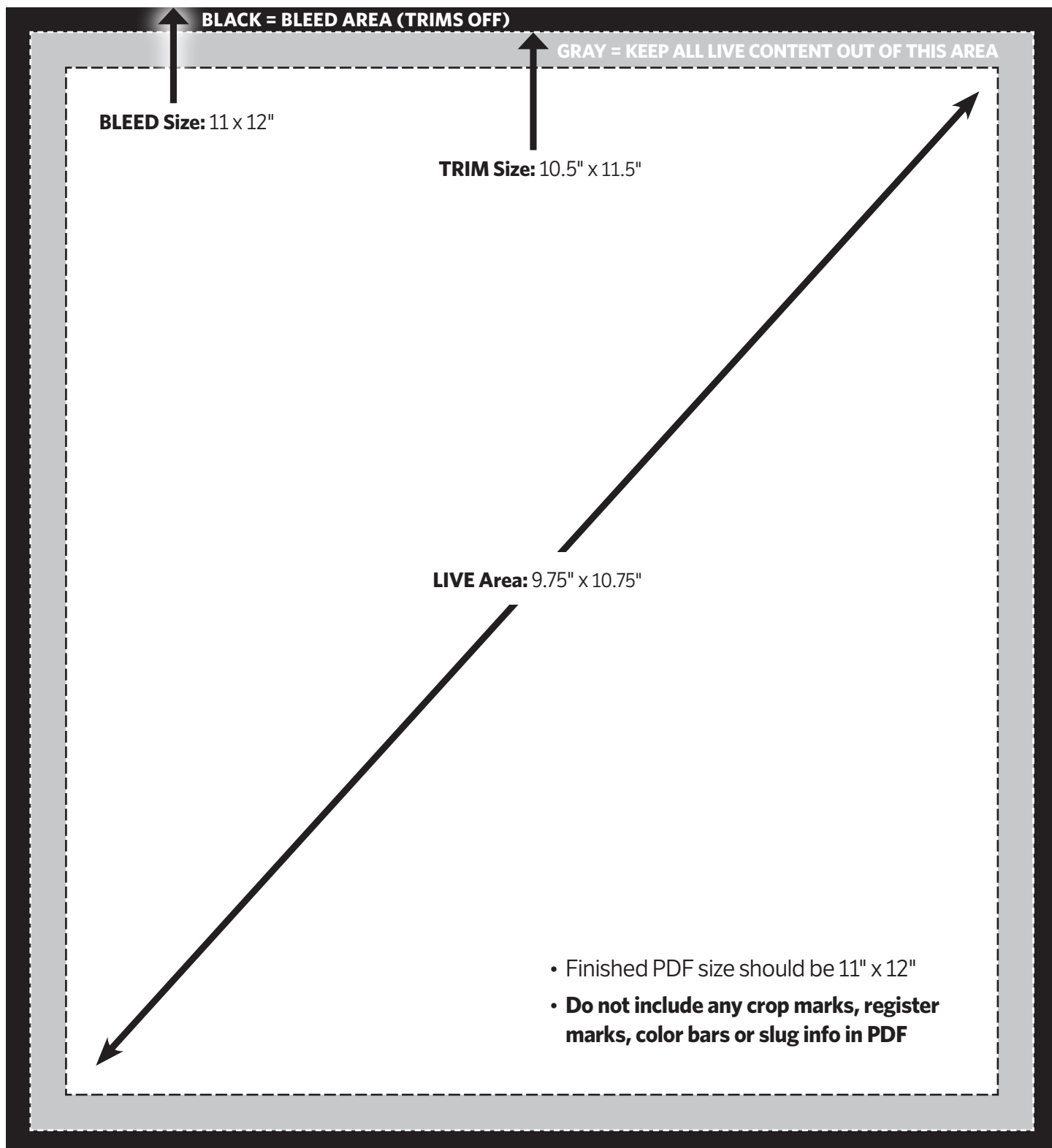
### Ad Sizes

FULL PAGE	2/3	1/2	1/3	1/4	1/6	1/8	1/16
							
9.75"W x 10.75"H	9.75" W x 7.08" H	vertical 4.75" x 10.75" horizontal 9.75" x 5.25"	vertical 4.75" x 7.08" horizontal 9.75" x 3.42"	4.75"W x 5.25"H	4.75"W x 3.42"H	vertical 2.25" x 5.25" horizontal 4.75" x 2.5"	2.25"W x 2.5"H

#### Questions?

Please contact: Jonathon Hofley

phone 248-594-5563 fax 248-594-5564 e-mail [J@MichiganGardener.com](mailto:J@MichiganGardener.com)  
30747 Greenfield Rd., Suite 1 • Southfield, MI 48076



**Questions?**

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