

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

Production questions? Call us or e-mail us.

Contact Jonathon Hofley at 248-594-5563 or 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%.

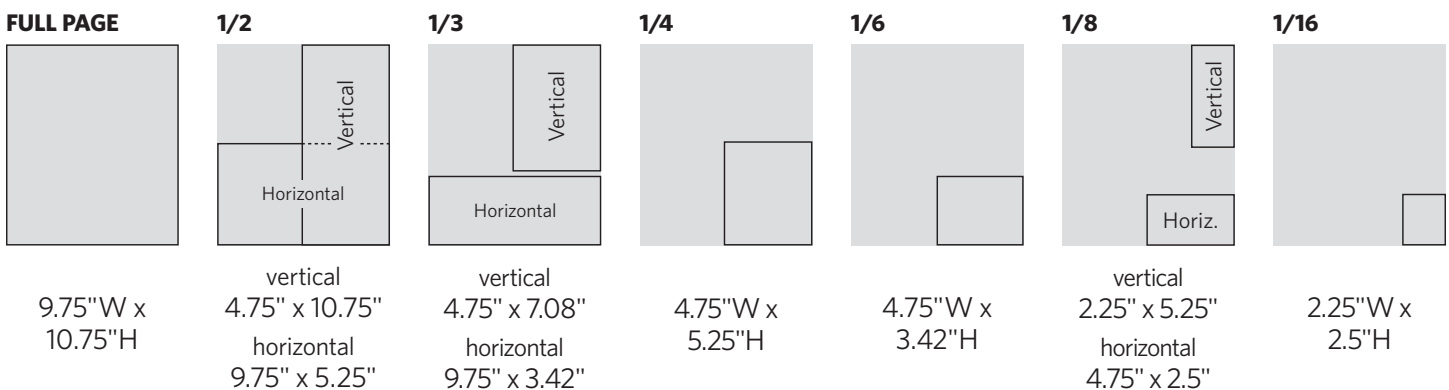
Borders

- 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



Questions?

Please contact: Jonathon Hofley

phone 248-594-5563 fax 248-594-5564 e-mail J@MichiganGardener.com
16291 W. 14 Mile Rd., Suite 5 • Beverly Hills, MI 48025-3327

