FARM FLAVOR
MEDIA





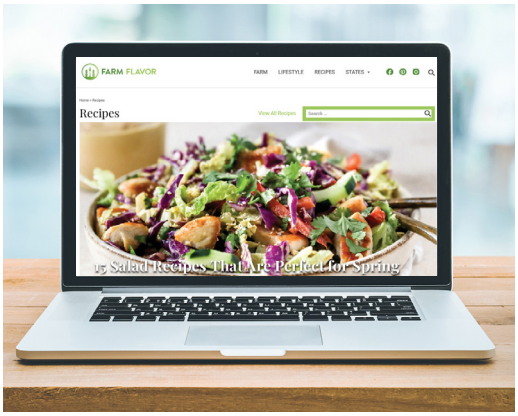








REACH AN
engaged audience
INTERESTED IN FOOD, FARMS, TRAVEL AND COUNTRY LIVING.







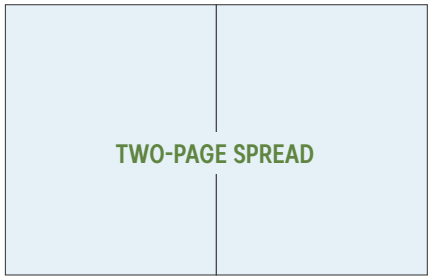
PRINT SPECS DIGITAL AD SPECS SUBMISSION GUIDELINES

ADVERTISING SUBMISSION KIT

FARM BUREAU MAGAZINE PUBLISHING PROGRAM BY FARM FLAVOR MEDIA

Print Ad Specs

- **Only a full-page ad guarantees exclusivity on the page.**
- **Set your document up to the bleed size, keeping all images/text in live area.**



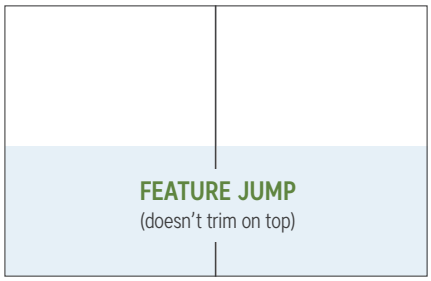
TWO-PAGE SPREAD
Bleed: 15.75"w x 10.75"h
Trimmed to: 15.5"w x 10.5"h
Live area: 15"w x 10"h
(.25" on each side of the gutter)



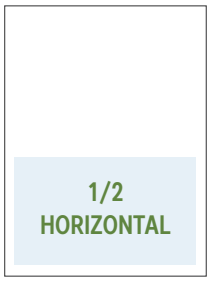
FULL PAGE
Bleed: 8"w x 10.75"h
Trimmed to: 7.75"w x 10.5"h
Live area: 7.25"w x 10"h



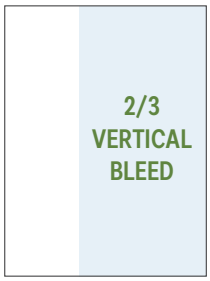
BACK COVER
Bleed: 8"w x 8.125"h
Trimmed to: 7.75"w x 8"h
Live area: 7.25"w x 7.75"h
Special size to accommodate mailing address and indicia.



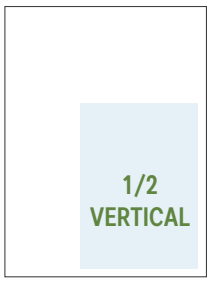
FEATURE JUMP
Bleed: 15.75"w x 5.25"h
Trimmed to: 15.5"w x 5.125"h
Live area: 15"w x 4.875"h (.25" on each side of the gutter)



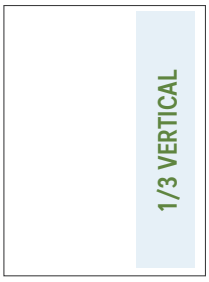
1/2 HORIZONTAL
6.75"w x 4.5"h



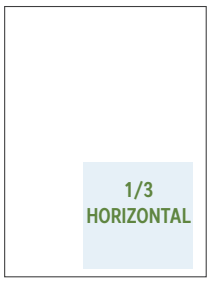
2/3 VERTICAL BLEED
Bleed: 5.1875"w x 10.75"h
Trimmed to: 4.9375"w x 10.5"h
Live area: 4.1875"w x 9.75"h



1/2 VERTICAL
4.4375"w x 6.5"h



1/3 VERTICAL
2.125"w x 9.5"h



1/3 HORIZONTAL
4.4375"w x 4.5"h



1/6 VERTICAL
2.125"w x 4.5"h

Website Display Ad Specs

For more info, email **ads@farmflavormedia.com** or visit the Ad Resource Center at **farmflavormedia.com/ads**



ROTATING ONLINE DISPLAY ADS

Rotate for 90 days throughout the site.

SIZES AND PLACEMENT:

1. **Super Leaderboard** - Desktop 970x90 | Tablet 728x90 | Mobile 320x50
   Three creatives required
2. **Right Adhesive Medium Rectangle** - Desktop/Tablet/Mobile 300x250
3. **In-Content Medium Rectangle** - Desktop/Tablet/Mobile 300x250

BOTTOM ADHESIVE BANNER

Stationary ad does not rotate with other ads and stays on site until closed out. Ads run for 30 days on all pages of a targeted section of the website.

SIZES AND PLACEMENT:

4. **Bottom Adhesive Banner**
   Desktop 970x90 | Tablet 728x90 | Mobile 320x50
   Three creatives required

ONLINE SPONSORED POST

Online sponsored content posted on our website *(Not pictured)*

SPECS AND OFFERINGS:

- 250-500 words and 1-2 photos provided by advertiser
- Sponsor line and content link back to advertiser website
- Promoted on homepage and social media
- Talk with our sales rep about custom options for your sponsored content post, such as giveaways, video embeds and more.

Submission Guidelines



FTP

ftp.farmflavormedia.com
Username: ads
Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

EMAIL

ads@farmflavormedia.com

Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.

Include business name, magazine name and ad size in your email message.

PLEASE NOTE: The accuracy and quality of materials is the responsibility of the supplier. Please proofread your ad before submission.

Farm Flavor Media is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.

For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a .25" rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.

If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a $50 processing fee.

Any extra charges incurred by Farm Flavor Media due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

RICH MEDIA/ANIMATED ONLINE ADS

- Formats: HTML5 or animated GIF
- Visit **farmflavormedia.com/html5** for information on how to set up your HTML5 ad. Note its html file must be named index.html
- 300 dpi resolution preferred
- GIF files: No larger than 200KB
- No Flash allowed
- Max Length: 15 sec
- Max Rotation: 3
- Linking URL provided separately. Must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 counting pixel or code embedded in HTML5 script

STATIC ONLINE ADS

- Formats: JPEG image, PNG image, static GIF image or agency script
- 300 dpi resolution preferred
- Agency script must use https (not http)
- File size should be no larger than 200KB
- Click-through URL link must use a secured link (https NOT http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 counting pixel

PROOFING POLICY

- We do not provide a proof for ads submitted digitally. It is understood that the files are set up as the advertiser intended, were approved prior to submission and will output as supplied.
- Please supply a color proof for content reference.
- SWOP preferred.

FARM FLAVOR MEDIA

6550 Carothers Pkwy., Suite 420, Franklin, TN 37067
615-771-0080

ADVERTISING CONTACT:
Bob Midles
bmidles@farmflavormedia.com | 615-771-5567