MOTHER EARTH NEWS
PRINT AD SPECIFICATIONS

Full page	7.5" x 10"
Full page with bleed	8.25" x 10.75"
2 page	15.5" x 10"
2 pg spread, bleed	16.25" x 10.75"
1/2 pg spread, bleed	16.25" x 5.25"
1/2 pg horizontal	7" x 4.5"
1/2 pg horizontal, bleed	8.25" x 5.375"
1/2 pg island	4.5" x 7"
2/3 pg vertical	4.5" x 9.75"
1/3 pg vertical	2.125" x 9.75"
1/3 pg square	4.5" x 4.5"
1/6 pg vertical	2.125" x 4.5"
1/6 pg horizontal	4.5" x 2.125"
1/9 pg	2.125" x 3"
1/12 pg	2.125" x 2.5"
2 inches	2.125" x 2"
1 inch	2.125" x 1"

Image area of all full bleed ads must extend 1/8" minimum beyond trim. Live area must have 1/4" allowance from trim on all four sides. 2-page spreads should have live area 1/2" in from the trim on all 4 sides and gutters.

Full page trim size: 8" x 10.5"

Half page trim size: 8" x 5.25"

We require all print ads to be supplied electronically to the following specifications:

PRINT FILE FORMATS
PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-res PDFs.

Other acceptable files include Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

SUBMITTING MATERIALS
Email: Ads (no larger than 10 megabytes) can be emailed to adsupport@ogdenpubs.com. (Only PDF/X-1A files are acceptable for production.)

Ogden FTP Site:
- Install FTP software on your computer. (www.filezilla-project.org)
- Log on to FTP address ftp.oweb.net.
- Enter login: ogdenpubs-guest (lower case).
- Enter Confidential Password: t017pa (lower case).
- Upload file/files in the Mother Earth News folder within the ADS_IN folder. Save any Mac Files as MacbinaryII.
- Email adsupport@ogdenpubs.com or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Files sent through email or FTP must be compressed. Please verify receipt of all emailed/FTP ads.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher's discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

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ONLINE AD SPECIFICATIONS

RUN-OF-SITE ADVERTISING

Leaderboard (728 x 90)
Skyscraper (160 x 600)
Double Skyscraper (300 x 600)
Jumbo Box (300 x 250)

RICH MEDIA (website only)

Expandable/retractable ads available – user initiated Location: 728 x 90 expands to 728 x 315 300 x 250 (upper right) expands to 600 x 250 160 x 600 expands to 300 x 600 Video formats: .mp4 or .wmv – 4:3 aspect ratio Video maximum size: 2 GB Video length: 10 seconds – Pre-roll and auto play, 15 seconds for click to play

NEWSLETTER ADVERTISING

Text Ad - logo (150x150) + headline and 50 words or less of copy

MOBILE ADVERTISING

Banner (300 x 50)
Jumbo Box (300 x 250)

FILE SIZE

40kb or less at 72 dpi

ACCEPTED AD FORMATS

GIF, GIF89, Animated GIF, JPEG. All ads should include a click-through URL. All ads may include an alternate text description.

(Website only) HTML/JavaScript (DHTML). Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

VIDEO ADVERTISING FORMATS

.mp4 or .wmv; 4:3 aspect ratio

DIGITAL MATERIAL SUBMISSION

Send all ads to: adsupport@ogdenpubs.com. Within the email please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.