

General Advertising Rates

FULL COLOR COVER

Premium Gloss Cover Stock

Front Cover	\$2,800
Back Cover	\$2,000
Front Inside Cover	\$1,700
Back Inside Cover	\$1,500

PREMIUM POSITION

Full Color Pages

First Page	\$1,300
Last Page	\$1,200
Page 2	\$1,200
Page 3	\$1,250
Page 4	\$1,000
Page 5	\$1,100

FULL COLOR PAGES

Full Page 8 1/4 x 10 1/2	\$950
Half Page 7 3/4 x 4 5/8 (Horizontal)	\$525
Half Page 3 1/2 x 9 3/4 (Vertical)	\$525
Third Page 3 1/8 x 7 3/4	\$450
Quarter Page 3 1/2 x 4 5/8	\$375

Solo Directory Listing \$70

UP TO 2 SPOT COLORS AND BLACK

Full Page 8 1/4 x 10 1/2	\$600
Half Page 7 3/4 x 4 5/8 (Horizontal)	\$400
Half Page 3 1/2 x 9 3/4 (Vertical)	\$400
Third Page 3 1/8 x 7 3/4	\$325
Quarter Page 3 1/2 x 4 5/8	\$275

BLACK AND WHITE PAGES

Full Page 8 1/4 x 10 1/2	\$500
Half Page 7 3/4 x 4 5/8 (Horizontal)	\$300
Half Page 3 1/2 x 9 3/4 (Vertical)	\$300
Third Page 3 1/8 x 7 3/4	\$250
Quarter Page 3 1/2 x 4 5/8	\$200

All display ads include...

- 1 Directory Listing in 1 Category
- Additional categories \$30
- Additional listing for \$60

Display Ads require 50% upon reserving space.
Balance must be paid in full by **OCTOBER 15, 2010**.
Copy Deadline **OCTOBER 22, 2010. No Exceptions!**

WEBSITE HOME PAGE AD

Box Size 150 x 200

1 Month: \$200	6 Months: \$1,050
3 Months: \$570	12 Months: \$1,800

BANNER

486 x 60 pixels

1 Month: \$50	6 Months: \$230
3 Months: \$130	12 Months: \$425

BUSINESS WEB LINKS

Initial 1st Year Setup \$30
Renewals \$15

Kentucky's Farm & Horse Resource

offers Web Advertisement

Submit your file as pdf or jpeg format.



Kentucky's Farm & Horse Resource

Published by Free Spirits Publishing, LLC

P.O. Box 872 • Berea, Kentucky 40403

www.kentuckysfarmdirectory.com

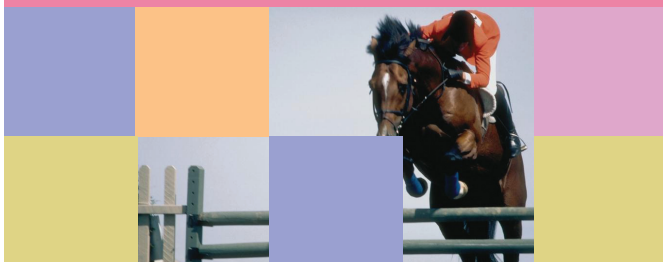
Tel: 859.925.4920 • Cell: 859.358.3635

File Submission Specs



Acceptable Files

We want to make the process of submitting your information or your completed advertisement as easy as possible. The following specifications listed are how we would like to receive your information. If you have any questions concerning this guide, please contact us before submitting the file.



MECHANICAL REQUIREMENTS: This publication is printed using a webpress process with perfect binding.

- Full Page Area w/bleed size: 8 1/2"x11"
- Full Page Live Area: 7 3/4"x 9 3/4"
- Half Page Live Area (vertical) 3 1/2"x 9 3/4"
- Half Page Live Area (horizontal) 7 3/4"x 4 5/8"
- Third Page trim size: 3 1/8"x 7 3/4"
- Quarter Page Live Area: 3 1/2"x 4 5/8"

All ads should be accompany by a digital file report listing all fonts, graphics, and software along with a hard copy of the ad; laser for black and white ads or color proof (key) for all color process ads.

DIGITAL AD SPECIFICATIONS: FONTS- All files must be accompanied by fonts including embedded in EPS

files. Please do not use the style palette to select bold or italic for use in the ad. Please select the actual font.

PHOTOS- All photographs should be 300 dpi in CMKY (for color). Advertiser will incur computer time charges if photo needs to be converted to cmyk for output.

GRAPHIC FORMAT:

PDF FILES PREFERRED- Print ready. Resolution must be 300 dpi and fonts embedded.

TIFF: (Supply ad CMKY, not RGB).

EPS NOTE: All Illustrator fonts need to be converted to outlines or fonts supplied with EPS file. All colors should be converted to CMYK. All liked images must be sent as well.

JPEG: (supply as CMYK, not RGB) Files should have a resolution of 300 dpi at 100% of reproduction size. Computer time charges will be incurred for converting jpeg files to a CMYK format that are supplied as RGB. If you should need to email a file it should be no larger than 1mb.

BLACK AND WHITE ADS: (supply in grayscale) JPEG files should have a resolution of 300 dpi at 100% of reproduction size.

TWO-COLOR ADS: eps files and duotones should be set up using Black and PMS choice.

SOFTWARE SUPPORT: Macintosh preferred, supported, High Resolution PDF, Adobe CS3 PhotoShop, Illustrator, InDesign, and Acrobat.

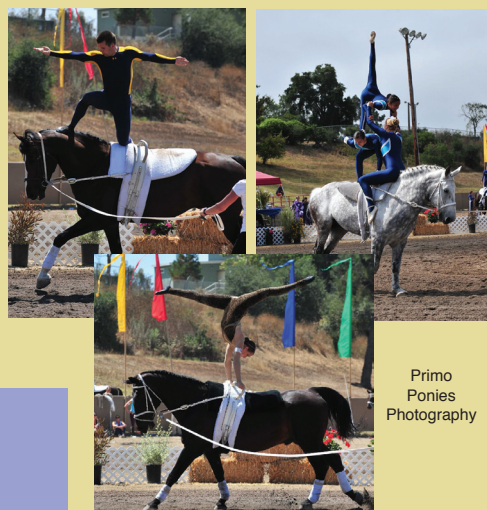
ACCEPTED DISC MEDIA: CD or DVD and Flash Drives.

All media provided will be returned after publication.

The Publisher is not responsible for the appearance of ads that are submitted that do not meet the above specifications.

Fonts that are not supplied will be substituted with closest available fonts.

Advertisements that do not meet specifications will be brought to specification at the expense of the advertiser at the rate of \$80.00 per hour.



Primo Ponies Photography