

All artwork must be in an electronic file created in QuarkXpress, Photoshop, or Illustrator. All Macintosh Quark native application files must be accompanied by all fonts and graphics. All PC Quark files must be saved to EPS files with fonts and images embedded. All Macintosh and PC Illustrator files should be saved as Illustrator EPS files with fonts changed to curves and images embedded. Please incorporate the advertiser name in the file name and include a suitable proof. Files can be accepted on CD-ROM or Zip disks: these disks must be clearly marked with contents, sender's name, and contact number and address.

- Include all images, save images as either TIFF or EPS.
- Supply all images either as CMYK, grayscale or duotone (using process colors only) at 300 dpi or greater. Black and white line art should be in a bitmap TIFF format at 600 dpi. We cannot be responsible for poor image quality if low resolution images are sent.
- Use only PostScript typefaces (include both screen and printer fonts). Do not use TrueType fonts.
- Send all fonts used in the file, including fonts used in placed EPS graphics.
- Do not use the "Style" menu for type styles such as Bold, Italic, Bold Italic or Shadow. Choose the actual bold, italic or bold italic font from the "font" menu.
- Set all rules to at least .5 pt.
- Use only CMYK colors. Spot PMS colors cannot be used.

We also accept PDF format. The PDF must be supplied in a high resolution standard of at least 300 dpi with all fonts and images embedded (not subset embedded), ensuring that bleed is included and clearly shown with bleed marks.

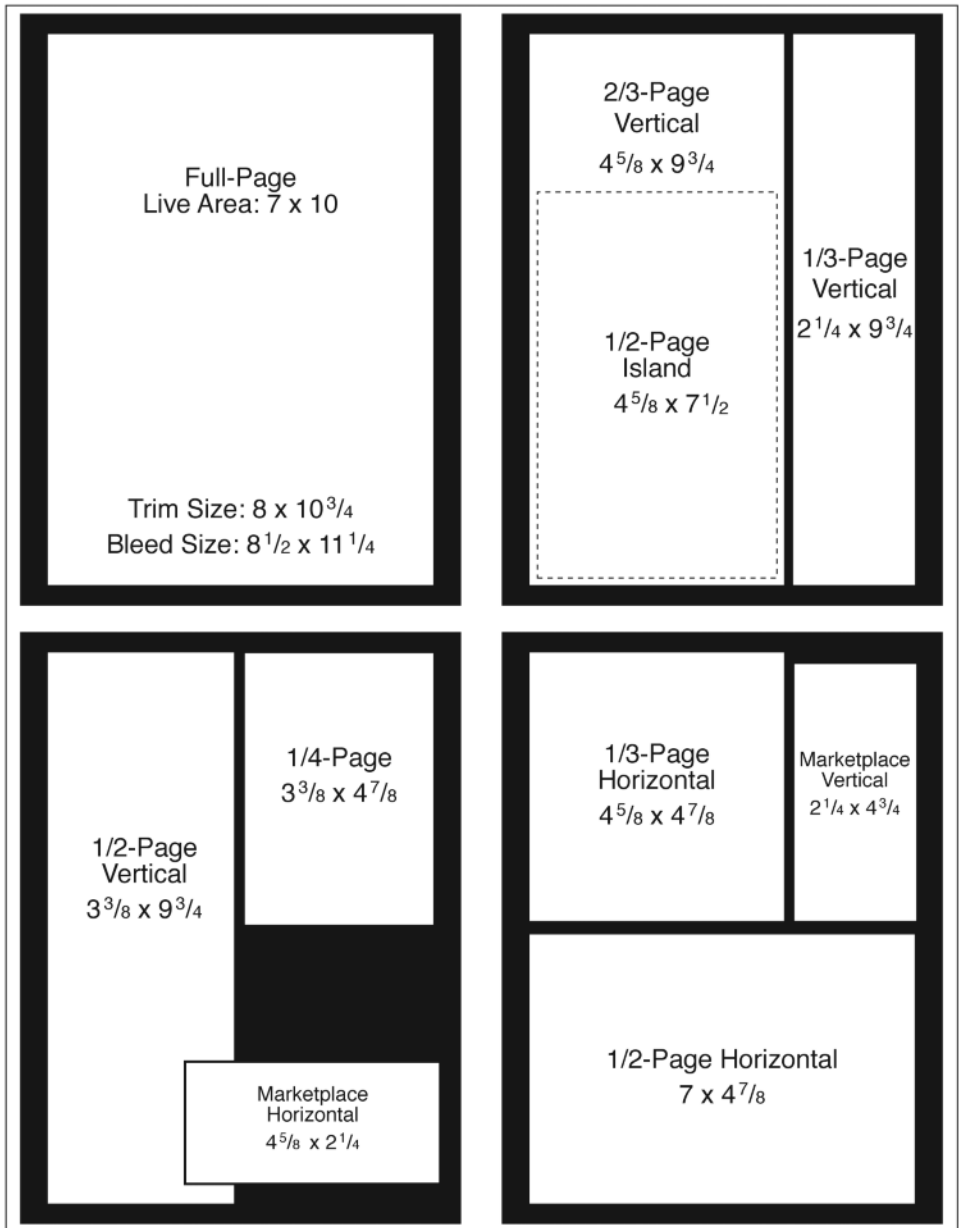
Any alterations needed to supplied files will be charged at \$75.00 an hour.

## MECHANICALS

Publication is printed by sheet offset, saddle-stitched, with a trim size: 8" x 10 3/4"

Standard Advertising Units:

Space Unit	Vertical		Horizontal	
	W	D	W	D
Full page bleed	8 1/2"	11 1/4"	—	—
Full page	7"	10"	—	—
2/3 page	4 5/8"	9 3/4"	—	—
1/2 page island	4 5/8"	7 1/2"	—	—
1/2 page	3 3/8"	9 3/4"	7"	4 7/8"
1/3 page	2 1/4"	9 3/4"	4 5/8"	4 7/8"
1/4 page	3 3/8"	4 7/8"	—	—
Marketplace	2 1/4"	4 3/4"	4 5/8"	2 1/4"



Please send all ad materials to Organic Processing magazine  
 Production Office: Craig Van Wechel, Production Manager  
 1113 Ellis Street • Fort Collins, CO 80524 • Phone: 970.484.4488