

insideGROWER

Print & Digital Material and Design Specifications



magazine



e-newsletter



website

Publication Trim Size
9 x 10.875 in. (229 x 276 mm)

Printing
Cover, half-web offset;
body, web offset

Binding
Saddle Stitched

Screen
150 line (60 lines per centimeter)

Bleed Page Size
9.25 x 11.125 in. (235 x 286 mm)

**EMAIL ALL PRINT
ADVERTISING MATERIALS
(with exception of inserts) to:**

Kathy Wootton
Production Manager

ph 1.630.588.3352

email kwootton@ballpublishing.com

FTP upload available. Please call for instructions to verify your upload with Kathy.

Preferred medium for advertiser-supplied printed ad materials is high-resolution (minimum resolution 300 dpi), press-ready PDFs.

**EMAIL ALL DIGITAL
ADVERTISING MATERIALS to:**

Denielle Noe
Publishing Assistant

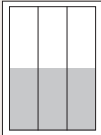
ph 1.630.588.3233

email dnoe@ballpublishing.com

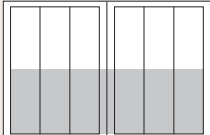
Exact dimensions (pixels); jpg or gif; file size ≤100kb; URL is requested for each ad. Animation allowed. Flash not accepted for e-newsletters.

SHIP ALL INSERTS PREPAID TO:

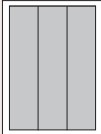
Schumann Printers, Inc.,
Attn: Insert Warehouse Building #2,
200 Swarthout Road, Fall River,
WI 53932



1/2 Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



1/2 Page Spread
Live Area: 16.5 in. x 4.625 in.
Bleed: 18.25 in. x 5.5 in.




Full Page
Live Area: 8 in. x 9.875 in.
Trim: 9 in. x 10.875 in.
Bleed: 9.25 in. x 11.125 in.



2 Page Spread
Live Area: 17 in. x 9.875 in.
Trim: 18 in. x 10.875 in.
Bleed: 18.25 in. x 11.125 in.

There is no extra charge for a bleed page.
*See ad template below for additional detailed bleed instructions.

ballpublishing.com/IGproductionguidelines



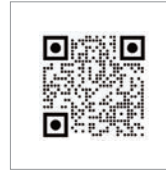
ADVERTISING CLOSE		MATERIAL DUE
<i>Inside Grower Magazine</i>		<i>Print & Digital</i>
Spring (February)	12-21-23	1-5-24
Summer (May)	3-1-24	4-5-24
Autumn (August)	5-24-24	7-8-24
Winter (November)	8-29-24	10-7-24

Enhancements
Custom pieces, polybag inserts, gate fold, bind-in cards, heavy stock, metallic ink, and PMS match colors are available. Contact your account manager for information and pricing.

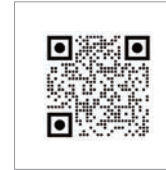
Pricing for maximum full page 2-sided insert, does not include additional postage or poly-bagging charges. Charges depend on quantity specified by customer. No postage fee for inserts that conform to Media Kit specs.

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website

WEBSITE



inside-grower.com

Take Over Banner [640 x 480]

Opening ad to the website, then reduces in size and stays on the page.

Fly-In Banner [300 x 250]

When scrolling down, the ad appears at "Features" on the home page and on every page with articles including cover story for the month. Stays on the page until it's closed and is run of site.

Header Banner [970 x 120]

*Falls below the monthly cover image on the opening page and is run of site.
Artwork required [300 x 250].*

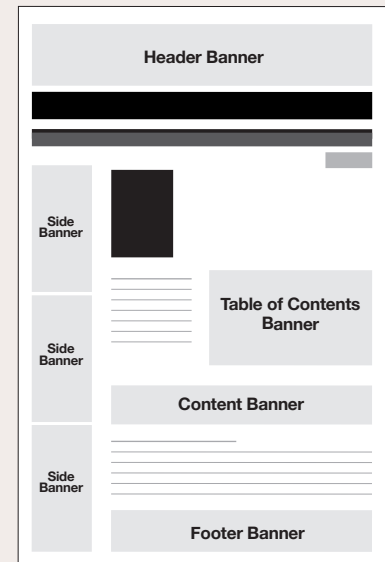
Article Banner [120 x 240]

Appear on every page with articles including cover story for the month.

Block Banner [300 x 250]

Run of site.

E-NEWSLETTER



Header Banner [730 x 120]

Side Banner [120 x 240]

Table of Contents Banner [360 x 180]

Content Banner [560 x 75]

Footer Banner [555 x 100]

DIGITAL EDITION



Header Banner [800 x 120]

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FULL PAGE AD

GREY BOX:

Live Area: 8 in. x 9.875 in.

When doing a bleed ad we suggest keeping ALL type and critical graphics within this grey live/safe area. It ensures there is enough space around your ad to account for gutter space and readability.

GREEN BOX:

Trim: 9 in. x 10.875 in.

YELLOW BOX:

Bleed: 9.25 in. x 11.125 in.

Yellow area will be trimmed off.

Ad: Live area

Magazine Trim

Bleed: This area will be trimmed off

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TWO PAGE SPREAD AD

GREY BOX:

Live Area: 17 in. x 9.875 in.

When doing a bleed ad we suggest keeping ALL type and critical graphics within this grey live/safe area. It ensures there is enough space around your ad to account for gutter space and readability.

GREEN BOX:

Trim: 18 in. x 10.875 in.

YELLOW BOX:

Bleed: 18.25 in. x 11.125 in.

Yellow area will be trimmed off.

Ad: Live area

Magazine Trim

Bleed: This area will be trimmed off

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1/2 HORIZONTAL AD

ORANGE BOX:

Standard Non-Bleed Ad: 7.5 in. x 4.625 in.

This non-bleed ad will work on a right or left-hand page.

Bleed Ad: _____

GREY BOX:

Live Area: 8.25 in. x 5.1325 in.

Keep ALL type and critical graphics within grey live/safe area.

GREEN BOX:

Trim: 9 in. x 5.375 in.

YELLOW BOX:

Bleed: 9.25 in. x 5.5 in.

Yellow area will be trimmed off.

Standard Non-bleed size

Bleed ad: Live area

Magazine Trim

Bleed: This area will be trimmed off

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1/2 PAGE HORIZONTAL SPREAD AD

ORANGE BOX:

Standard Non-Bleed Ad: 16.5 in. x 4.625 in.

This non-bleed ad will work on a right or left-hand page.

Bleed Ad: _____

GREY BOX:

Live Area: 17.25 in. x 5.1325 in.

Keep ALL type and critical graphics within the grey live/safe area.

GREEN BOX:

Trim: 18 in. x 5.375 in.

YELLOW BOX:

Bleed: 18.25 in. x 5.5 in.

Yellow area will be trimmed off.

Standard Non-bleed size

Bleed ad: Live area

Magazine Trim

Bleed: This area will be trimmed off