

**Mailing Address**

Lancaster Farming  
P.O. Box 609  
Ephrata, PA 17522

**Address for Inserts**

Susquehanna Printing  
1704 Hempstead Rd  
Lancaster, PA 17601

**Phone**

717-394-3047

**Auction:** 717-721-4453

**Fax**

717-733-6058

**Auction:** 717-626-1210

**E-mail**

**NEWS:** sseeber@LancasterFarming.com

**ADS & IMAGES:** Contact your sales rep or call 717-394-3017

**Website**

LancasterFarming.com

**Personnel**

President ..... **Peter Lindquist**  
Advertising Sales Manager .... **Beverly Kent**  
Editor ..... **Stephen Seeber**

For the convenience of our advertisers, Lancaster Farming accepts advertising in electronic format.

We welcome your business and your inquiries. Please contact us at your convenience.

**PRINT AD REQUIREMENTS**

- BLACK & WHITE or grayscale ads may not have any color in them.
- COLOR must be CMYK PROCESS. No RGB, Pantone, Spot, etc. Do not embed color profiles.
- BLACK must be only black. No registration black or rich black accepted.
- ALL FONTS must be embedded. Please verify before sending.
- OPI SETTINGS must be turned OFF.
- SECURITY SETTINGS must be turned OFF.

**ACCEPTABLE FORMATS**

- Preferred file type: PDF
- Macintosh media: email or CD/DVD \*Send art to Advertising Representative
- Applications: Adobe InDesign; Adobe PDF; Adobe Illustrator: EPS file with fonts converted to outlines; Adobe: saved as high resolution TIFF, JPEG, or EPS file

**GENERAL PRE-FLIGHT GUIDELINES**

- Please prepare your ad at actual size.
- Please double check that all color is CMYK process only.
- Type should be no smaller than 7 point; reversed type 12 point minimum, use a bold face. FONTS: include all licensed screen and printer fonts in a folder labeled "FONTS". All fonts must be PostScript Type I fonts.
- Imported graphics and images: include all necessary files. All graphics should be saved as TIFF or EPS files. Resolution should be 170 dpi minimum to 300 dpi maximum. Line screen: 150.
- For best results graphics should not be scaled more than 25% in document.
- PROOF: always include a hard copy proof.
- Maximum print area: full page: 10.417" x 16"; center spread mechanical requirement: 21.375" x 16".
- Screening should be no lighter than 20%.

**MECHANICAL REQUIREMENTS**

	picas	inches
<b>Page width</b> .....	62.6 picas	10.417"
<b>Page depth</b> .....	96 picas	16"
<b>Columns per page</b> .....	7	
<b>Printing</b> .....	Offset	

**COLUMN INCHES**

	picas	inches
1 column .....	8.6 picas	1.417"
2 columns .....	17.6 picas	2.917"
3 columns .....	26.6 picas	4.417"
4 columns .....	35.6 picas	5.917"
5 columns .....	44.6 picas	7.417"
6 columns .....	53.6 picas	8.917"
7 columns .....	62.6 picas	10.417"