

PRINT ADVERTISEMENT SPECIFICATIONS

Please provide ad materials in one of the following formats:

» **Acrobat: .pdf** (PDF/x-1a is the required format for all submissions.)
All images **MUST** be hi-resolution (at least 300 dpi). Convert files to process colors (CMYK). **Pantone and spot colors will be converted and may cause a color shift.**

Digital material submissions and inquiries:

- Please direct all inquiries regarding digital product materials to **ads@wattglobal.com**.
- Please send all materials (including URL information) to **ads@wattglobal.com**.

Files must be PDFs created using PDF/x-1a settings.



CREATING PDFS: PREFERRED FORMAT

PDFs can usually be made either by distilling an EPS exported from programs such as InDesign and Illustrator, or printed directly from the program you are working in.

Distilling:

Adobe highly recommends that PDF's be created from Acrobat Distiller.

**Only EPS documents should be Distilled.

1. Select PDF/x1-a in the job options pop-up menu of Distiller.
2. Drag & drop the .eps file onto Distiller. This will create the high-res PDF for you.

Printing:

If your computer has an Adobe PDF option in its printer menu:

1. Select Print from the File menu.
2. Select the Adobe PDF printer.
3. Click on the Setup button, then click on the Preferences button.
4. Select PDF/x-1a Quality from the default settings drop-down menu.
5. Click OK to print to PDF.

CLASSIFIED ADVERTISEMENT SPECIFICATIONS

The width for all classified advertising is 3 inches (76.2mm) and the depth is sold in half-inch (12.7mm) increments. The minimum size for a classified ad is 3 inches wide by 1 inch tall (76.2mm x 25.4mm). The maximum depth for a classified ad is 6 inches (152.4mm).

Material Submission:

All classified ads materials (or ad creation requests) should be submitted through your individual sales representative.

LOGO SPECIFICATIONS

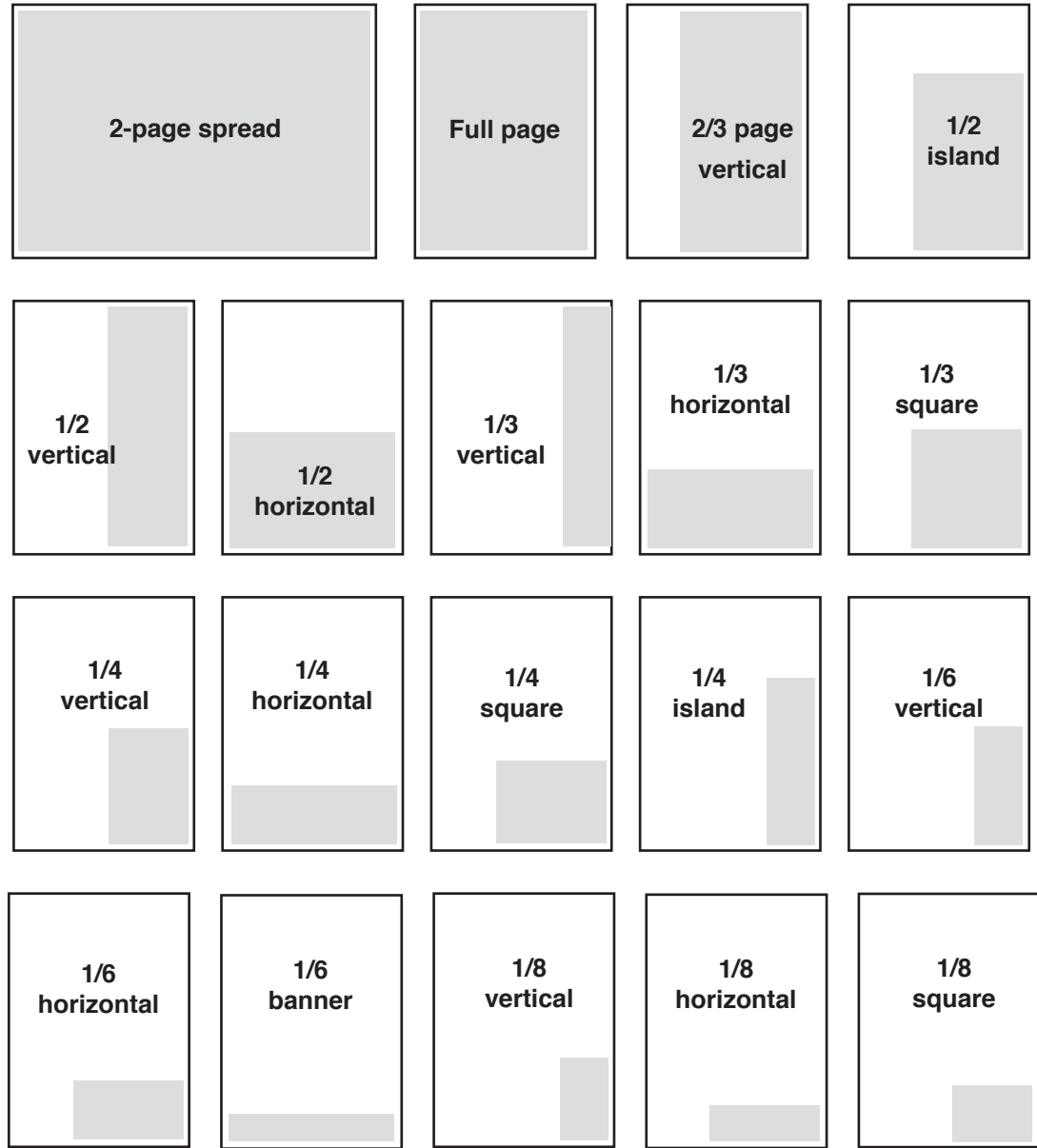
All logos must be submitted as a 300 dpi CMYK file. Below is the list of acceptable file formats in descending order of preference:

1. Adobe Illustrator file (.ai) with all fonts outlined
2. EPS
3. TIF
4. PDF with fonts embedded
5. JPG
6. We cannot accept .GIF or .PNG files for logos, as they are not high-res, and therefore, not viable.

NON-BLEED PRINT SPECIFICATIONS

| Ad sizes: | Inches width x depth | Millimeters width x depth |
|------------------------|-------------------------|------------------------------|
| 2 page spread | | |
| Non-bleed | 15.25 x 10 | 388 x 254 |
| Full page | | |
| Non-bleed | 7.375 x 10 | 188 x 254 |
| 2/3 page | | |
| Non-bleed - vertical | 4.5 x 10 | 114 x 254 |
| 1/2 page | | |
| Horizontal - 3 columns | 7.375 x 4.625 | 188 x 118 |
| Island - 2 columns | 4.5 x 7.5 | 114 x 191 |
| Vertical - 1/2 page | 3.375 x 10 | 85 x 254 |
| 1/3 page | | |
| Horizontal - 3 columns | 7.375 x 3.25 | 188 x 83 |
| Square - 2 columns | 4.5 x 4.625 | 114 x 118 |
| Vertical - 1 column | 2.125 x 10 | 54 x 254 |
| 1/4 page | | |
| Horizontal - 3 columns | 7.375 x 2.625 | 188 x 67 |
| Square - 2 columns | 4.5 x 3.625 | 114 x 92 |
| Vertical - 1/2 page | 3.375 x 4.625 | 85 x 118 |
| Island - 1 column | 2.125 x 7.375 | 54 x 188 |
| 1/6 page | | |
| Horizontal - 2 columns | 4.5 x 2.375 | 114 x 60 |
| Vertical - 1 column | 2.125 x 4.625 | 54 x 118 |
| Banner - 3 columns | 7.375 x 1.5 | 188 x 38 |
| 1/8 page | | |
| Horizontal - 2 columns | 4.5 x 1.875 | 114 x 47 |
| Square - 1/2 page | 3.375 x 2.25 | 86 x 57 |
| Vertical - 1 column | 2.125 x 3.625 | 54 x 92 |

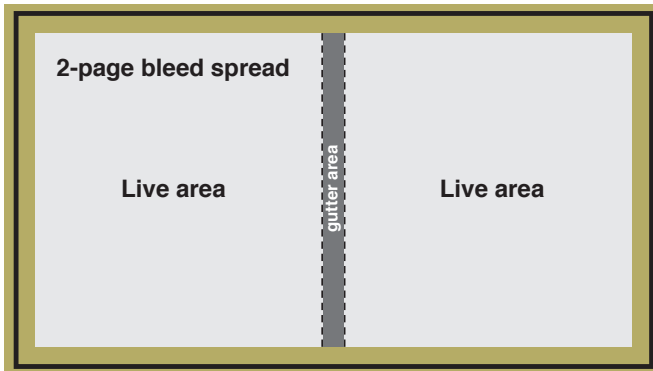
For BLEED advertising specifications and illustrations, please see next page.



BLEED PRINT SPECIFICATIONS

| Ad sizes: | Inches | Millimeters |
|--------------------|---------------|---------------|
| | width x depth | width x depth |
| 2 page spread | | |
| Bleed | 16 x 10.75 | 407 x 274 |
| Full page | | |
| Bleed | 8.125 x 10.75 | 207 x 274 |
| 2/3 page | | |
| Bleed - Vertical | 5 x 10.75 | 127 x 274 |
| 1/2 page | | |
| Bleed - Horizontal | 8.125 x 5.25 | 207 x 133 |
| Bleed - Island | 5 x 8 | 127 x 203 |
| Bleed - Vertical | 3.875 x 10.75 | 98 x 274 |

Bleed or Oversize: No extra charge for bleed. Bleed not acceptable on less than 1/2 page.



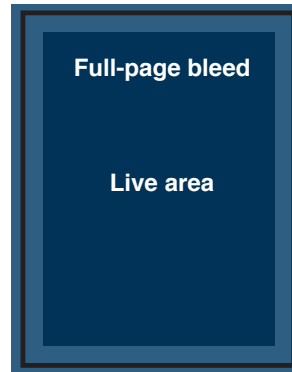
Please set up InDesign document as 15.75" x 10.5" with .125 bleed on all four sides.

□ Black rule represents the document size - 15.75" x 10.5" (400mm x 267mm)

■ Represents the .125" (3mm) bleed on all four sides

■ All "live" matter must remain within the yellow area - 15.25" x 10" (388mm x 254mm) to avoid trimming errors

■ Avoid placing "live" matter within the half-inch (13mm) gutter area

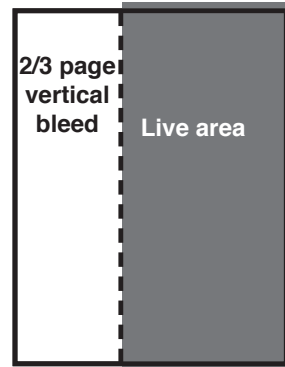


Please set up InDesign document as 7.875" x 10.5" with .125" bleed on all four sides.

□ Black rule represents the document size - 7.875" x 10.5" (200mm x 267mm)

■ Represents the .125" (3mm) bleed on all four sides.

■ All "live" matter must remain within the dark blue area - 7.375" x 10" (188mm x 254mm) to avoid trimming errors.

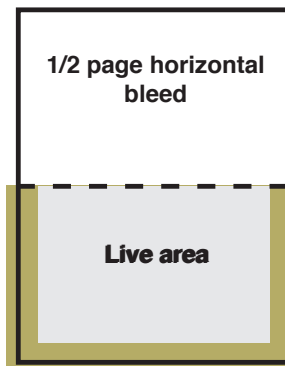


Please set up InDesign document as 4.875" x 10.5" with .125" bleed on top, bottom and right sides.

□ Black and dotted rule represent the document size - 4.875" x 10.5" (124mm x 267mm).

■ Represents the .125" (3mm) bleed on top, bottom and right side.

■ All "live" matter must remain within the dark red area - 4.625" x 10" (117mm x 254mm) to avoid trimming errors.

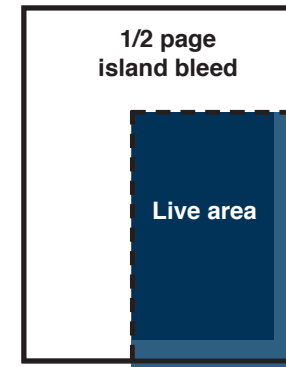


Please set up InDesign document as 7.875" x 5.125" with .125" bleed on left, right and bottom.

□ Black and dotted rules represent the document size - 7.875" x 5.125" (200mm x 130mm).

■ Represents the .125" (3mm) bleed on left, right and bottom.

■ All "live" matter must remain within the yellow area - 7.375" x 4.875" (188mm x 124mm) to avoid trimming errors.

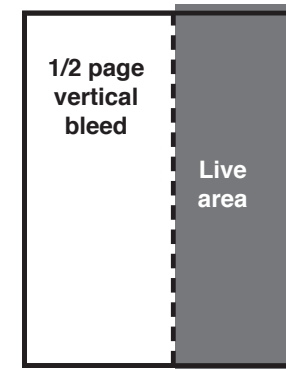


Please set up InDesign document as 4.875" x 7.875" with .125" bleed on right and bottom.

□ Black and dotted rules represent the document size - 4.875" x 7.875" (124mm x 200mm)

■ Represents the .125" (3mm) bleed on right and bottom.

■ All "live" matter must remain within the dark blue area - 7.625" x 7.625" (118mm x 194mm) to avoid trimming errors.



Please set up InDesign document as 3.75" x 10.5" with .125" bleed on right, top and bottom.

□ Black and dotted rules represent the document size - 3.75" x 10.5" (95mm x 267mm)

■ Represents the .125" (3mm) bleed on right, top and bottom.

■ All "live" matter must remain within the dark red area - 3.5" x 10" (89mm x 254mm) to avoid trimming errors.

BLEED AD SPECIFICATIONS - SAMPLE FULL-PAGE BLEED AD

bleed — .125" (3mm) on all four sides

document size — 7.875" x 10.5" (200mm x 267mm)

live area
where text,
logos and
images
should be —
7.375" x 10"
(188mm
x 254mm)

FeedStrategy[®].COM

Animal Feed Formulations Library

Access exclusive insights and resource information
for a series of animal feed formulas

Feed Strategy's new Animal Feed Formulations Library
provides nutritionists with the optimal rations for improved
productivity and profitability. The downloadable,
interactive guide assists qualified nutritionists in creating
farm-specific results based on popular feeding trends.

New formulation series
will include:

- **Broilers** – available now!
- **Swine** – available now!
- **Dairy**
- **Layers**

View the library at:
www.wattglobalproducts.com/collections/animal-feed-formulations-library