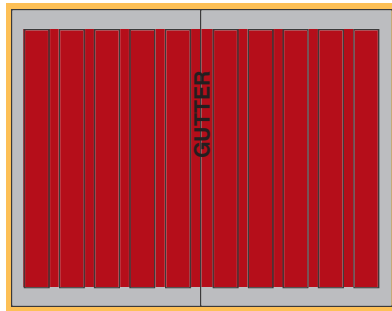
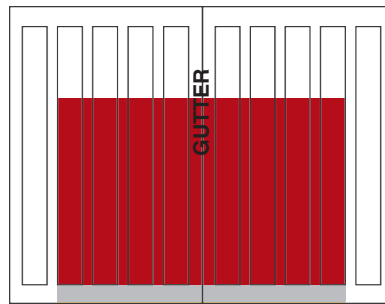


## TABLOID SPREAD



**140 Column Inches**  
 ■ Live Area 21" x 14"  
 ■ Trim Size 22" x 15"  
 ■ Bleed Size 22.5" x 15.5"

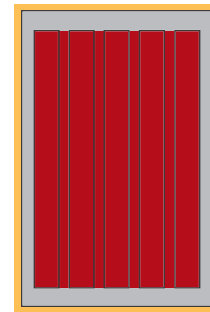
## JUNIOR SPREAD



**80 Column Inches**  
 ■ Live Area 16.958" x 10"  
 ■ Trim Size 16.958" x 10.5"  
 ■ Bleed Size 16.958" x 10.75"

## TABLOID PAGE

Left or Right Page



**70 Column Inches**  
 ■ Live Area 10.083" x 14"  
 ■ Trim Size 11" x 15"  
 ■ Bleed Size 11.5" x 15.5"

**Note:** Page placement is not guaranteed. Ad must meet left and right hand page requirements. All text and logos must be .75 inch inside the edge of the bleed.

## NON-STANDARD AD SIZES

### NON-STANDARD SIZE UNITS

Space between two standard units is figured at the column inch rate.

### SPACE UNIT

Standard Page 10.083" x 14"; 5 columns; each 1.917" wide by 14" deep with .125" between columns.

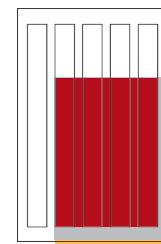
### SPECIAL UNITS AVAILABLE

Cover Wrap special units are available by contacting John Seatvet at 1-800-452-7171, ext. 1847.

Please refer to the Digital Art Policy for more specific information.

## JUNIOR PAGE

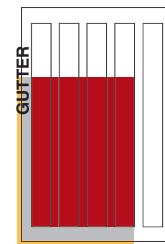
Left Page



**40 Column Inches**  
 ■ Live Area 8.042" x 10"

## JUNIOR PAGE

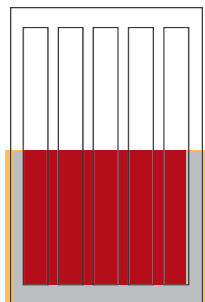
Right Page



■ Trim Size 8.5" x 10.5"  
 ■ Bleed Size 8.75" x 10.75"

## HALF PAGE HORIZONTAL

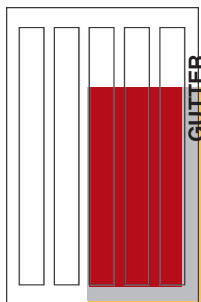
Left or Right Page



**35 Column Inches**  
 ■ Live Area 10.083" x 7"  
 ■ Trim Size 11" x 7.5"  
 ■ Bleed Size 11.50" x 7.75"

## HALF PAGE VERTICAL

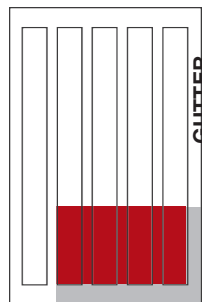
Left Page



**35 Column Inches**  
 ■ Live Area 6" x 11.667"  
 ■ Trim Size 6.458" x 12.208"  
 ■ Bleed Size 6.708" x 12.458"

## QUARTER PAGE HORIZONTAL

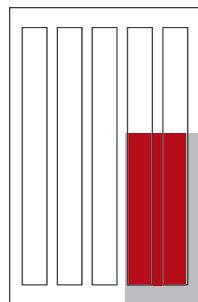
Left Page



**17.5 Column Inches**  
 ■ Live Area 8.042" x 4.375"  
 ■ Trim Size 8.5" x 4.875"  
 ■ Bleed Size 8.75" x 5.125"

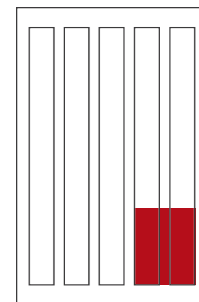
## QUARTER PAGE VERTICAL

Left Page



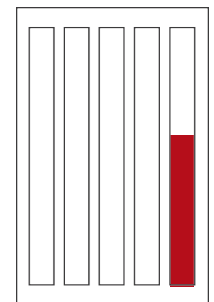
**17.5 Column Inches**  
 ■ Live Area 3.958" x 8.75"  
 ■ Trim Size 4.417" x 9.25"  
 ■ Bleed Size 4.667" x 9.5"

## EIGHTH PAGE HORIZONTAL



**8.75 Column Inches**  
 ■ Live Area 3.958" x 4.375"

## EIGHTH PAGE VERTICAL



**8.75 Column Inches**  
 ■ Live Area 1.917" x 8.75"

## DEADLINE REFERENCE

B/W Newsprint	1 week prior to issue date
Color Newsprint	2 weeks prior to issue date
Coated Stock	3 weeks prior to issue date
AgMart	3 weeks prior to issue date
Farm Show Programs	4 weeks prior to issue date
Directories	6 weeks prior to issue date

## SUBMISSION

### Sending digital art?

**E-mail:** art@hpj.com (For files less than 5 MB)

**Upload:** www.hpj.com/uploadart.cfm (For files more than 5 MB)

### Digital art questions?

Call our Advertising Coordinator at: 1-800-452-7171, ext. 1846