



August 2019 – September 2020 Crop Year Annual Report Advertising Specifications

Space Reservation DUE December 18, 2020 | Final Artwork DUE January 15, 2021

Acceptance of Advertising: APG reserves the right to refuse advertising that does not conform to the standards of the publication.

SIZE OF BOOK: 8 1/2" x 11" – trim size, approximately 150 pages full color

BINDING METHOD: Plastikoil spiral binding

PRINTING PROCESS: Full color; sheet-fed offset, 175-line screen, coated stock

SPECIFICATIONS:

| | |
|----------------------|---------------|
| Full Page | 8.5" w X 11"h |
| Half Page Vertical | 4.25"w X 11"h |
| Half Page Horizontal | 8.5"w X 5.5"h |
| Two-Page Spread | 17"w X 11"h |

For bleed settings, Include 1/8" (.125) to top, bottom & sides. Keep live matter 1/4" from trim on each side

**Because of the plastikoil binding, there is approximately 1/2" of dead space in the margin gutter. We highly recommend you do not run any important type, images or graphics across the center, as we cannot ensure readability in that area.*

REQUIRED MATERIALS: **File Types:** PDF | EPS | Native Format (outlined)

Fonts: All fonts must be imbedded/outlined

Resolution: Minimum 300 dpi

Color: Define all colors as CMYK

Submission: Email to clamonski@americanpistachios.org

Proofs – IMPORTANT: **A match print or PDF must be provided** with all ads. If a match print is not provided, we will not be able to confirm color and/or content.

MATERIALS: Ad materials due: **January 15, 2021**

PAYMENT: Make checks payable to: American Pistachio Growers or APG. If you prefer to pay by credit card, please see the [Annual Report page](#) or contact Allie Jones at 559.475.0435.

MAIL TO: American Pistachio Growers
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Fresno, CA 93720-1530

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