



"Useful, with a pleasant degree of humor."

2019

THE OLD FARMER'S ALMANAC

FOUNDED IN 1792

Contracts due: May 11, 2018
Materials due: May 18, 2018
On sale: August 28, 2018

AD MATERIAL REQUIREMENTS

Publication Information

Publication trim size5⁵/₁₆" wide × 8" deep
Printing processweb offset
Binding method perfect bound

Page Specifications

Ad page size (including covers).....4¹/₂" × 7¹/₈"
Depth of column7¹/₈"
Width of column2¹/₈"
Safety area³/₈"
inside trim all around4⁹/₁₆" × 7¹/₄"

Unit Sizes

Full-page bleed.....5¹¹/₁₆" × 8³/₈"
Double-page-spread trim size 10⁵/₈" × 8"
 with bleed 11" × 8³/₈"
 live area9⁷/₈" × 7¹/₄"
 (allow ³/₈" on both sides of gutter for type)
Full-page ad size4¹/₂" wide × 7¹/₈" deep
²/₃ page4¹/₂" × 5"
1/2-page horizontal 4¹/₂" × 3¹/₂"
1/2-page vertical 2¹/₈" × 7¹/₈"
1/3-page vertical (5" single column)2¹/₈" × 5"
1/3-page horizontal 4¹/₂" × 2¹/₄"
1/4 page 2¹/₈" × 3¹/₂"
3" single column2¹/₈" × 3"
2¹/₂" single column 2¹/₈" × 2¹/₂"
2" single column2¹/₈" × 2"
1¹/₂" single column 2¹/₈" × 1¹/₂"
1" single column 2¹/₈" × 1"

DON'T FORGET THE ALMANAC'S HOLE

Designers must remember that the Almanac has a 1/4" hole in the top left corner. It is a unique feature that adds to the charm of both the book and your ad.



Bleed Ads ...

should allow ⁵/₈" safety from top and side trims on both top corners for any live copy or art.

Nonbleed Ads and Partials ...

may get the top corner clipped by the hole from variation in the mechanical process, but generally the hole does not touch the nonbleed ads when made to our specs. Overly tall ads may get a top corner clipped by the hole.

Even following our specs, some ads may get a corner clipped by the hole due to the mechanics of the process. But don't worry. Ads are placed so that the Almanac's hole never interferes with presenting the advertiser's message in the best possible way.