

## 2024 Ad Specifications and Costs:

Please send your ad as a high resolution vector file, acceptable formats are:

🌿 **EPS, PDF, or JPEGS(300 dpi).** IMPORTANT: Do not add **crop, bleed or trim marks.**

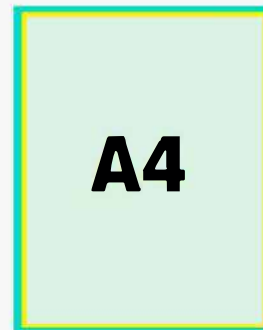
Please send your ad file to I-Plants Marketing & Sales:

🌿 **Email: [hello@iplantsmagazine.com](mailto:hello@iplantsmagazine.com)**

- All transparency and layers flattened.
- Set Transparency Flattener to 2400 and 600; Images, 300 dpi for contones and a minimum 600 dpi (max. 1200) for lineart; Total Ink Limit in images is 300%.
- Fonts should be embedded/subset and should be PostScript, TrueType or OpenType.
- CMYK Colour only (No spot / Pantone colour or RGB colour).
- Ad image resolution 300dpi.
- Ad TAC 300%, the use of ISOcoated\_v2\_300\_eci.icc is recommended.
- Neither custom transfer functions nor custom halftones should be used.

### Full-Page Ad

- 🌿 **Specs:** W 210mm x H 297mm
- 🌿 **Cost:** **\$459.99 USD (Inside Cover)**  
**\$359.99 USD (Back Cover)**  
**\$349.99 USD (Regular)**



### Half-Page Ad

- 🌿 **Specs:** W 210mm x H 144mm
- 🌿 **Cost:** **\$224.99 USD**



### Quarter-Page Ad

- 🌿 **Specs:** W 93mm x H 135mm
- 🌿 **Cost:** **\$149.99 USD**

