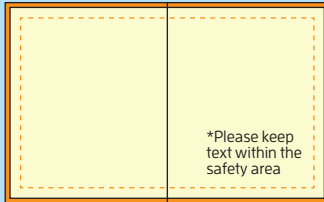


AD FORMATS

Fargo INC! Fargo Monthly Future Farmer
Bison Illustrated Bis-Man INC!

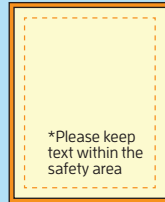
SPREAD (BLEED)

Print Size: 16.75" x 10.875"
Bleed (1/4"): 17" x 11.125"



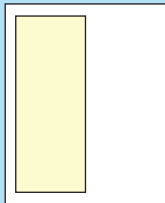
FULL PAGE (BLEED)

Print Size: 8.375" x 10.875"
Bleed (1/4"): 8.625" x 11.125"



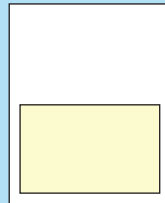
1/2 VERTICAL

Print Size: 3.5" x 10"



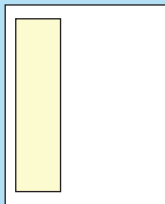
1/2 HORIZONTAL

Print Size: 7.25" x 4.75"



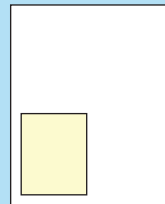
1/3 VERTICAL

Print Size: 2.25" x 10"



1/4 PAGE

Print Size: 3.5" x 4.75"



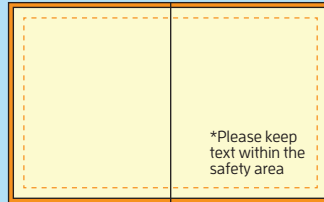
Ask about our specialty advertising opportunities (Tear-out ads, inserts, belly bands & more!)

AD FORMATS

Trendsetters

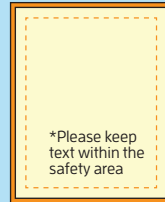
SPREAD (BLEED)

Print Size: 18.25" x 21.75"
Bleed (1/4"): 18.5" x 22"



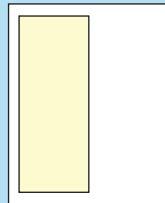
FULL PAGE (BLEED)

Print Size: 9.125" x 10.875"
Bleed (1/4"): 9.375" x 11.125"



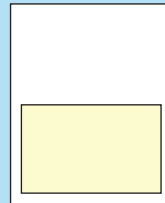
1/2 VERTICAL

Print Size: 3.45" x 9.87"



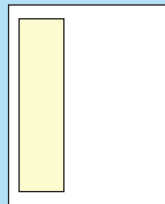
1/2 HORIZONTAL

Print Size: 8.125" x 5.328"



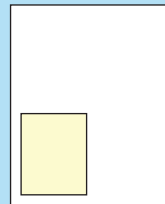
1/3 VERTICAL

Print Size: 2.25" x 9.87"



1/4 PAGE

Print Size: 4" x 4.75"



Ask about our specialty advertising opportunities (Tear-out ads, inserts, belly bands & more!)



Print Size:

The dimension of the ad space in the printed magazine.



Bleed Area:

The bleed area refers to printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off.



Safety Area (only for ads being bled):

An area 1/4" within the print size. Usually text is kept within the safety area to allow for any slight variations during the page trimming process.