



Important phone numbers

Bob Barger . (601)422-5064 • (601)428-7231
Bobby at JB..... (888)592-3212 ext. 709
Chase Perryman..... (931)639-1720
Evan Dawson (931)703-8733
Faith Rader (931)205-0640
Janet Mullins (931)993-0026
Julia Jernigan (931)212-6739
Katie McNabb (931)619-8107
Kyndall Reasonover (931)952-0303
Lance Carter (931)952-0414
Marisa Thornton (931)205-0642
Mike Mandt (904)639-5213 • (904)382-3424
Pulaski Web (931)363-5005

Sandra Thomas (931)308-7898
Sissy Smith (931)224-5268
Tim Ashley (931)205-0644
Tim Lackey (931)580-2635
Tracy Gagnier (931)307-3990
Will Thomas (931)607-9737
Marty (404)558-2552
Lincoln County Chamber (931)433-1234
Manchester Chamber (931)728-7635
Tullahoma Chamber (931)455-5497
McMinnville Chamber (931)473-6611
Lewisburg Chamber (931)359-3863
Trish (931)615-5355



Farmers' Standard Format

Auctions:

- Capitalize each item but not the description and put the item first then the description
Example: JD 4320, 2013, 4WD, dual remotes, runs great
- Use the ' symbol for foot, not ft. - " symbol for inches
Example: Corral Panel, 12'x60"
- If more than one of item use ()
Example: (2) Bunk Feeders, 10'
- 4WD or 2WD - not 4wd or 4x4
- JD for John Deere, NH for New Holland, MF for Massey Ferguson, etc.
- Use ; between items if more than one item on a line or in paragraph form
Do not use dashes, bullets or other symbols in a paragraph format

(continued on back)



Farmers' Standard Format (con't)

- If formatted in columns, make columns even across the page
- hrs for hours; trans for transmission; spd for speed; dsl for diesel
- Brand first then type and model number
Example: MF 4708, 2017, MFWD, 245 hrs
- Indent the second or additional lines of an item description

Ads:

- Capitalize each item but not the description and put the item first then the description
Example: JD 4320, 2013, 4WD, dual remotes, runs great
- Some businesses want brands together. All JD together, all Case IH together, etc.
Put these in order also.
Example: JD 2430
JD 2677
JD 4600



Ad dimensions

Exchange Ad Sizes

1 Column	1.35"
2 Columns	2.85"
3 Columns	4.35"
4 Columns	5.86"
5 Columns	7.40"
6 Columns	8.87"
7 Columns	10.38"

Front - 10.375" x 10.63"

Back (w/events) - 7.40" x 12.75"

Full height - 12.75"

DT - 21.75" x 12.75"

Farmers Ad Sizes

1 Column	1.23"	7.38 picas
2 Columns	2.55"	15.28 picas
3 Columns	3.86"	23.18 picas
4 Columns	5.18"	31.09 picas
5 Columns	6.5"	38.98 picas

Full Page = 6.5" x 10" • DT 13.5" x 9.75"

Classifieds

Exchange - 1.35" x 1" - 300 dpi - CMYK

Farmers - 1.28" x 1" - 300 dpi - CMYK



Ad dimensions

Chamber & Premium Magazine Sizes

Full Page	6.93" x 9.60"
1/2 Page - H	6.93" x 4.72"
1/2 Page - V	3.38" x 9.60"

1/4 Page - H	6.93" x 2.28"
1/4 Page - V	3.38" x 4.72"
1/8 Page	3.38" x 2.28"
1/16 Page	1.60" x 2.28"

Digest Magazine Sizes

Full Page	4.8" x 8.3"
1/2 Page - H	4.8" x 4"

1/4 Page - V	2.31" x 4"
1/4 Page - H	4.8" x 1.95"
1/8 Page	2.31" x 1.95"



Ad dimensions

Real Estate

Full Page 7.5" x 9.75"

1/2 Page - H 7.5" x 4.75"

1/2 Page - V 3.59" x 9.75"

Full Page 7.5" x 9.75"

1/2 Page - H 7.5" x 4.75"

1/2 Page - V 3.5833" x 9.75"

Fair Magazine Sizes

Full Page 6" x 9.375"

1/2 Page - H 6" x 4.63"

1/4 Page - H 6" x 2.25"

1/4 Page - V 2.91" x 4.63"

1/8 Page 2.91" x 2.25"



Ad dimensions

Cookbook Ad Sizes

Full Page	6.25" x 8.25"
1/2 Page - H	6.25" x 4"
1/2 Page - V	3" x 8.25"

1/4 Page - H	6.25" x 2.25"
1/4 Page - V	3" x 4"
1/8 Page	3" x 2.25"

Host Special Section

Premium front/back	10.38" x 4"
Business card	3.35" x 2.4"
Premium center	7.46" x 5"

FC Expo Special Section

Premium front	10.375" x 5"
Premium back	10.375" x 10"
Business card	3.35" x 2.4"