

SPECS...

Submitting Camera Ready Advertisements

Advertisements that are being submitted by the customer or their designer must be Camera Ready. Camera Ready files are prepared specifically for output on a printing press. Please include any graphics and fonts used in the file. These files should require absolutely no changes. And they should also adhere to the following guidelines.

- 1) **Ad should be in CMYK.**
- 2) **Ads should be sent in one of the following formats:** PDF (please make sure that "include all fonts" is checked when PDFing), TIF, EPS (if vector, make sure all text has been converted to outlines), and JPG.
- 3) **300dpi** resolution.
- 4) **Ad Size and Margins**, please refer to diagrams.

Submitting Ads Creations, Photos & or Articles

Ad Creation Submission:

All text for ad must be sent in a Word document. Include capitals, bold, italics, fonts, positioning and color scheme if important. Logos and photos must be sent as high resolution PDF or JPG. Provide your own high resolution clip art, original photos or stock photography to avoid additional fees.

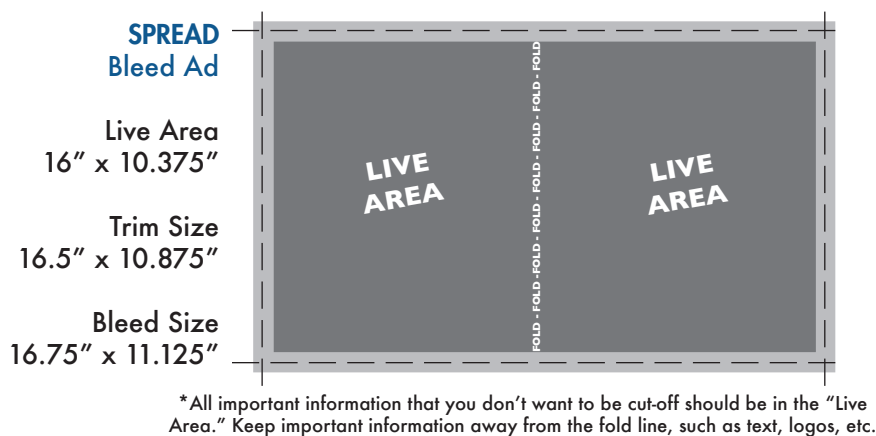
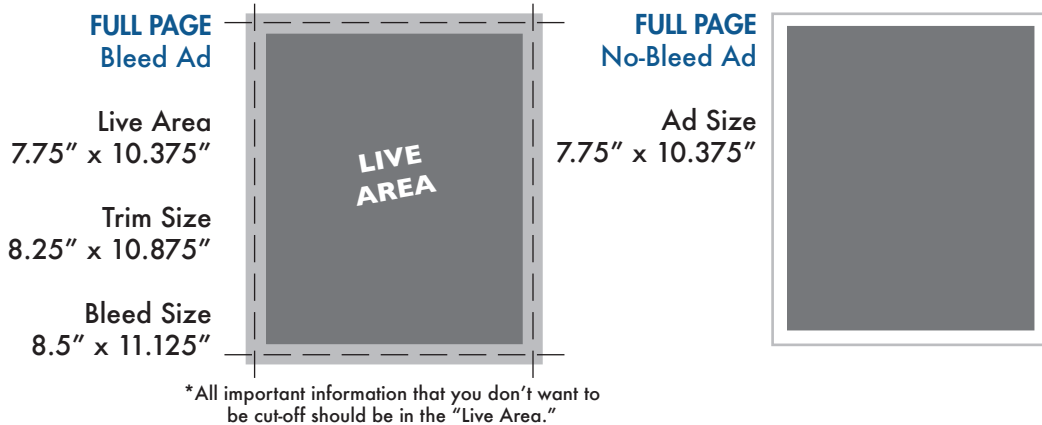
Article Submission:

All articles must be sent in a Word Document - do not convert to a PDF. Include Title, Byline, and Hi Resolution Photo(s), Clip Art or Stock Photography to be added.

- Full Page article: 750-850 words with 1-2 photos
- Half Page article: 450-500 words with 1-2 photos

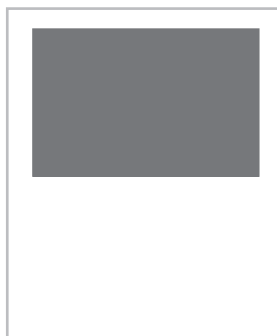
Photo Submission:

Original photos must be sent as a hi resolution JPG, typically a 1MB - 3MB file is adequate. Photos copied from websites and low resolution scans are not accepted.



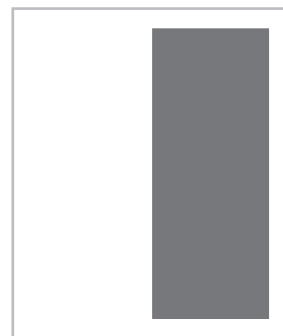
HALF PAGE Horizontal

Ad Size
7.25" x 5"



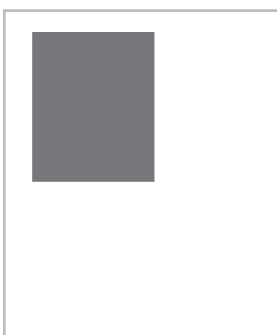
HALF PAGE Vertical

Ad Size
3.5" x 10.375"



QUARTER PAGE

Ad Size
3.5" x 5"



BUSINESS CARD AD

Ad Size
2" x 3.5"



QUARTER PAGE BANNER AD

Ad Size
2" x 7.25"

