



Program Ad Specifications

Dimensions

Full Page (including covers) 4.5" (w) x 7.5" (h)
Half Page – Horizontal 4.5" (w) x 3.5" (h)
Quarter Page – Horizontal 4.5" (w) x 1.75" (h)
All ads are reproduced in grayscale. Color is not available.

Formats – Digital Requirements

1. **Preferred file format: Adobe Acrobat PDF**
 - Suggested job options/PDF settings:
PDF X-1a or Press Optimized
 - All fonts **MUST** be embedded
 - All photos and images must be grayscale
 - Layers must be flattened
2. Other acceptable file types:
 - Adobe Illustrator: type must be converted to outline
 - Adobe Photoshop (JPEG, TIFF, EPS, PSD): Resolution must be 300 dpi at full size.
 - Adobe In Design: all fonts must be included with file
3. Submitting photos/logos
 - Hard copy to scan
B&W or Color Photos: **MUST** be clear and in focus (please note color photos will be converted to grayscale for printing)
 - Digital images
Must be 300+ dpi when placed at 100%

Rough Layout

1. Layout: We will design ads based on your simple sketch of placement of text, logos and pictures. Business cards are acceptable as sketches.
2. Text: Advertiser must supply all text electronically (unless limited to the text on a business card). Email, Word documents and text files are acceptable formats.
3. **Microsoft Word documents will be reformatted.** Please **DO NOT** place graphics in the Word documents. Send as a separate file
4. If the advertiser requires a specific font, it must be provided with the ad information.