

AD GUIDELINES

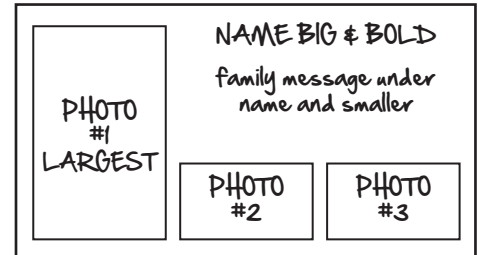
LET US CREATE YOUR AD!! THIS IS THE PREFERRED METHOD.

- **AD SIZES:**

Full pageimage area is **7.5 wide x 10 tall**no limit, but 12 photos or less looks best
Half page.....image area is **7.5 wide x 5 tall**no limit, but 4 photos or less looks best
Quarter pageimage area is **3.75 wide x 5 tall**no limit, but 2 photos or less looks best
Eighth page.....image area is **3.75 wide x 2.5 tall**no limit, but 1 photos looks best

- **AD LAYOUT:**

Provide a simple sketch showing how you want your ad layout to look with approximate positioning and sizes of photos. Hand-written copy is okay. You may request a font (big and bold, script, cute, etc.) or provide a physical sample of a font you like. Do not request a font by name only. You may request a particular border and/or clip art (example: add a star border, add a heart, etc). We can reduce or enlarge photos to fit your layout. If you provide photo prints, they will be returned, unharmed. **A layout sketch does NOT have to be provided. We can design the ad for you without a sketch.**



EXAMPLE: HALF PAGE AD SKETCH

DIGITAL PHOTOS

Digital photos should be at least 5 megapixels. For photos from your phone, you must choose "original" file when downloading and/or emailing these photos. Submitting photos from Facebook and other viewing type programs is not an acceptable quality for printing unless you can download, large original files that are at least 1 MB in size. When downloading photo files from i-photo, picassa, smug mug, etc., you must choose "original" file. A good rule for proper file size: If the file size has an "MB", it should be good. If it has a "KB", that file is probably too small to print from. You should be submitting files that are 1.2 MB, 3.4 MB, etc.

CREATING YOUR OWN AD:

- **CREATE YOUR AD THE PROPER SIZE! ****See above for the proper ad sizes!!!! ******

Example: If you buy a quarter page ad, that is a tall/vertical ad. Do not create it as a wide/horizontal ad. Use the dimensions listed above to create your ad the proper size.

- **A LASER PRINT OUT OF EACH AD MUST BE INCLUDED**

THIS IS VERY IMPORTANT!! We want to make sure your ad prints the way you're expecting it to. If you submit your ad electronically, provide a high resolution pdf AND jpg file. See details below.

- **PREFERRED, PROFESSIONAL SOFTWARE CHOICES:**

1. Adobe InDesign (fonts should be converted to outlines OR save as a high resolution pdf file)
2. Adobe Illustrator (fonts should be converted to outlines OR save as a high resolution pdf file)
3. Adobe Photoshop - generated at 300 dpi, CMYK colors, saved as a jpg file or a high resolution pdf
4. Quark Xpress (save as a high resolution pdf file with fonts embedded)

- **ADDITIONAL SOFTWARE CHOICES, BUT NOT RECOMMENDED:**

Microsoft Word - save as high resolution, pdf file
Power Point - save as high resolution, pdf or jpg file
Publisher - save as high resolution, pdf or jpg file
Freehand or Corel Draw (fonts should be converted to outlines-save as a high resolution, pdf, eps or ai file)

WE CANNOT GUARANTEE THAT YOUR FILE WILL PRINT THE WAY YOU WANT FROM THESE CHOICES!

- Convert all fonts to outlines/curves. If this is not possible, include all fonts (printer and screen fonts). If fonts are not included, we will substitute your fonts as close as possible with one of our fonts.
- All artwork must be created at 300 dpi as **CMYK colors**, not RGB colors.

Once an ad has been submitted, changes cannot be made without an additional charge being incurred. The charge will be between \$40-\$100.00 depending on the stage of production of the program. The advertiser will be advised of the price beforehand and will pay the printer directly prior to the changes being made.