

## **AD REQUIREMENTS**

SUBMIT TO KATHI SCHLIEFF AT [kschlieff@associationsolutionsinc.com](mailto:kschlieff@associationsolutionsinc.com)

**BY JUNE 2nd**

### **FILE REQUIREMENTS**

- Preferred file format is a PDF
  - PDF/X-1a compliance preferred (Press Optimized if not possible)
  - Embed all Fonts
  - High Resolution ( > 300 dpi) Graphics
- Alternative file formats include EPS, QuarkXpress, Adobe InDesign, Adobe PageMaker, or TIF. Files must be accompanied by font and image files.

### **ALL ADS WILL BE BLACK AND WHITE**

#### **Page Setup**

- Set up your document according to the size of your ad.
- Please do not use "rich black". Rich black is actually a four-color black to be used in color ads only

#### **Photographic Specifications**

- All images used in ads should be converted to grayscale in photoshop or other photo application.
- All photographs should be scanned at 300 dpi or more.
- Send original files for all images used in the ad, even if the image is embedded in the file.

### **SPECS FOR ADS – DIMENSIONS**

Full Page            5 ½ wide X 8 ½ high

Half Page            5 ½ wide X 4 ¼ high

Quarter Page        2 ¾ wide X 4 ¼ high

If the ad bleeds it needs to be larger than that area so that it can be cut down to size