

AD REQUIREMENTS

SUBMIT TO KATHI SCHLIEFF AT kschlieff@associationsolutionsinc.com

BY September 6

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