

AD SPEC SHEET

Thank you for preparing your full color ad for the Ed Block Courage Award Foundation's Annual Gala program book. Here is some information and specifications that you need to know:

We are a Macintosh environment and prefer the ads to be sent as a CMYK "High Quality Print" PDF with fonts embedded. As an alternative, files can be submitted as an InDesign file (native file) using CS6 or below. All support graphics and fonts should be included with the composed ad if you are submitting your ad as native files. Your ad can also be provided to us as a high resolution JPEG, TIFF, or EPS/ Illustrator and should be saved as CMYK not RGB.

We CANNOT always use your "Word" file with your logo or pictures inserted into the file. They are usually NOT suitable for reproduction. Please print or save the file as a high resolution PDF. We can only accept "Word" files if you include the high resolution images and/or graphics with the file and you are willing to accept font replacements, if necessary, to the document. Keep in mind the image resolution used in your ad. Low resolution images, such as those collected from websites, will reproduce poorly.

All ads are due on February 25, 2019. If not received by date, advertisement may not be included in program book.

We can accept your submission via:

- CD
- e-mailed Zipped Folder with native files to: bdickinson@edblock.org
- e-mailed JPEG, TIFF, or High Quality Print PDF to: bdickinson@edblock.org
When creating a PDF, make sure that ALL fonts are embedded

Your Collected File Ad submission on CD or Zipped Folder must include:

- All pictures (images) and graphic art files used to create your ad
- All fonts that are used to create your ad (Fonts from your PC may be substituted)
- A hard copy of your ad
- Print-out of disk contents

Ad Sizes:

- Full Page 7.375" x 10.375" (7-3/8" x 10-3/8")
- Half Page 7.375" x 4.625" (7-3/8" x 4-5/8")
- Quarter Page 3.5" x 4.625" (3-1/2" x 4-5/8")

Any questions, call Brett Dickinson at the Ed Block office, 410-821-6252

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