

FAMILY RESOURCE GUIDE AD DESIGN REQUIREMENTS



If you are designing your own ad, we require the following:

- Preferred file format: **PDF** (high resolution-300dpi) Other acceptable formats: EPS, TIF, PSD
- **NOT ACCEPTED:** Microsoft Publisher, Microsoft PowerPoint, Microsoft Word, Corel Draw, Quark files are not accepted as they are not intended for graphic print reproduction. Submission of ads in JPEG formats will result in loss of image quality.
- All ads submitted for the Family Resource Guide **MUST** be sized accordingly:
 - **1/8 page: 4" W x 2.5" H**
 - **1/4 page: 4" W x 5" H**
 - **1/2 page: horizontal 7.5" W x 5" H**
 - **1/2 page: vertical 4" W x 10" H**
 - **Full page: 7.5" W x 10" H without bleeds**
 - or- **8.5" W x 11" H (trim size) PLUS ADD .25" bleeds (totaling 8.75x11.25)**
- Our printed product is only as good as the artwork that's provided. That's why we make sure all artwork is acceptable before going into production. We reserve the right to return any ad that does NOT meet our requirements. Design fees will apply for any additional production work or redesign of ads.
- **PLEASE NOTE:** Client assumes all responsibility in obtaining permission to authorize reproduction of submitted advertisement to Black Events & Advertising Inc. on behalf of FamilyFest and the Family Resource Guide.
- All files must be in CMYK. No RGB color mode or Pantone (PMS) colors. Convert all spot colors.
- All fonts must be included or must be converted to outlines. Links must be embedded. Any missing support files will result in a delay in processing your ad.

Deadline: ALL ads must be received within 7 days of ad purchase date.

Email to angie@blackincevents.com

Note: Late ads may not be printed and no refunds will be given due to late ads.

Need help? If you cannot submit a compatible file, please allow us to create it for you. For more information, call **605-332-6000**.

- Requirements For Black Inc. to Produce Your Ad -

Our ads are produced with industry-standard software intended for high-end graphic reproduction.

Submitting logos, photos and other graphics to us to design your ad:

- Never send us "web graphics" from your web site. Most web graphics are for screen viewing, which means they are saved at 72 dpi (low resolution) and will NOT print clearly.
- Photos must be in high resolution, PDF, TIFF, EPS or PSD format. JPEG files are acceptable at 300 dpi.
- Photos that are scanned, should be at no less than 300 dpi and 100% of their size.
- **Logos should be submitted in EPS/vector format**-This is industry standard for printing and reproduction for any print media. Original PSD, PDF and high resolution JPEG may be accepted. **Please do NOT send** raster images that are embedded within another file, such as within a Microsoft Word file.