



2010 BENEFIT BOOK AD SPECS AND INSTRUCTIONS

Camera Ready Art Work
Final Submission Deadline—March 26, 2010

Ad Sizes

Full Page – Live artwork area is 7.5" x 10" (portrait)
Half Page – Live artwork area is 7.5" x 4.5" (landscape)
Quarter Page – Live artwork area is 3.25" x 4.5" (portrait)

PREFERRED FORMATS

DIGITAL FILES - Preferred

Digital files need to be emailed in Hi-Res. 300 dpi format at the ad size requested. CDs are accepted. A printout of artwork should accompany all digital submissions. *Do not send website downloads.*

LASER PRINTS

Resolution at 100% size, 100-106 line screen; minimum 300 dpi. *Do not send low resolution inkjet prints.*

ADOBE PDF

Create using the FULL Acrobat software. Distill at 100% (actual size). Be certain to embed all fonts and use grayscale. Turn off all crop marks.

We do not accept Microsoft Publisher or Microsoft Word documents as completed ads.

ADS TYPESET BY THE CENTER

Type or print text in upper and lower case as you would like it to appear. Send crisp, clean black & white copy of any logo or photo you want along with this form. If logos are being sent electronically they must be sent in either an Illustrator eps format or a Hi-Res 300 dpi format that is at least 4" wide. Text can be in a Microsoft Word file sent via email.

ARTWORK MAY BE SUBMITTED VIA

E-MAIL

Digital files less than 10 megs can be sent as an attachment to Nancy@CenterForEnrichedLiving.org. JPG, EPS, and PDF files are accepted. Include the company name, phone and email of the person who prepared the artwork.

CAMERA READY ARTWORK

Deliver flat with cardboard slips.

Do not fold, staple or tape original.

(Includes Title, Platinum, Gold and Silver sponsors)

CONTACT INFORMATION

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Your Benefit Book sponsorship increases The Center's capacity to provide opportunities for socialization and education for more than 700 children, teens, adults and senior citizens with developmental disabilities.