

# **Instructions and Specifications for LBABC Fall Sports Program**

## **Digital Advertising Requirements (All Ads Should Be in Color)**

- a. Adobe PDF: File must be 1200 dpi and set for print quality with CMYK designation for color
- b. High Resolution TIFF or JPEG: If using Photoshop, please flatten file before sending
- c. EPS: If using an Illustrator EPS, please outline all fonts before saving and sending. Set CMYK designation for color,
- d. Microsoft Word, Publisher, or PowerPoint: These documents can also be accepted, but not recommended.

## **Paper Advertising Requirements (All Ads Should Be in Color)**

- a. Be sure to submit a clean, hard copy
- b. All markings on ad will show up on final print. i.e. dirty finger prints, handwritten notes, etc.
- c. This method is accepted; but not recommended

## **Size Specifications**

Full Page	8.5 inch x 11 inch
½ Page	7.25 inch x 4.75 inch
¼ Page	3.25 inch x 4.75 inch
Business Card	3.25 inch x 2 inch

## **General Instructions**

- a. Attach ads to LBABC Fall Sports Program Advertising Form.
- b. Please fill out the advertising form completely and legibly.
- c. Only one advertisement per advertising form.
- d. Detail any specific instructions on the advertising form.
- e. Check / payment must accompany the advertising form.
- f. Please make checks payable to LBABC.
- g. Final turn in date is Aug. 24, 2011