



Scallop Festival Ad Artwork Specifications

AD SIZES

Full Page

3.375" Wide by 8.5" High

Half Page

3.375" Wide by 4.125" High

Third Page

3.375" Wide by 2.125" High

Quarter Page

3.375" Wide by 1.5" High

ELECTRONIC SPECIFICATIONS:

The following specifications are for MAC files only. PC files are acceptable if they follow specifications. Conversion fees may apply.

APPLICATIONS ACCEPTED

QuarkXpress

Illustrator (with type converted to outlines and file saved as EPS)

Photoshop (saved as TIFF or EPS)

Adobe Acrobat pdf (high resolution, embed all fonts)

GRAPHICS

EPS and TIFF format only. Line art must be at least 1200 dpi and photos should be 300 dpi or higher. We will not be responsible for the reproduction of graphic elements that do not meet these requirements and will reject unacceptable quality. Include all graphics files with your final document.

FONTS

Send both screen and printer versions. Send TrueType fonts for PC files. Remember to include fonts embedded in graphics files.

COLORS

All ads are black and white/grayscale. Please convert before sending. We cannot accept color ads.

COMPRESSING FILES

Stuffit or Zip compressed files accepted. Self-extracting files preferred.

REMOVABLE MEDIA ACCEPTED

CD, DVD

ELECTRONIC SUBMISSION

Ads meeting specifications can be uploaded to our ftp site: <ftp:grouperdesign.com>, username: client, password: welcome, folder: Scallop. We must receive a fax of the ad to make sure the ad is correct as received. Be sure to specify 2009 Scallop Festival when submitting your ad.

PRODUCTION CHARGES

Ads not submitted to our specifications, with advertiser's consent, will be reworked at a charge to the advertiser.

PRODUCTION CONTACT

Production Coordinator, Grouper Design and Prepress

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