

ADVERTISING ART SPECIFICATIONS

AD ARTWORK REQUIREMENTS:

Resolution: 300 DPI

File format: PDF preferred

For color ads: CMYK color profile (not RGB or Pantone/Spot)

For black and white ads: Use grayscale color profile

ACCEPTED FILE TYPES:

- PDF (**preferred**): When you export to PDF from your original program, please choose the option "Press Quality." Fonts must be embedded. Do not include any printer's marks, such as crop or bleed marks.
- .tiff: Original Image resolution must be 300 dpi. Color ads must be saved as CMYK. Black and white ads should be saved as grayscale.
- .jpg: Original image resolution must be 300 dpi. Color ads must be saved as CMYK. Black and white ads should be saved as grayscale.

AD SIZES:

Please create your original file size the same size as the finished ad size. Do not include extra white space or bleed.

Column sizes (the width of the ad) are as follows:

(height will vary depending on what ad size you purchased)

- 1 column: 2.25" wide by X" high (in 1" increments)
- 2 columns: 4.75" wide by X" high (in 1" increments)
- 1/3 of back cover space: 2.25" H x 7.5" W

SETTING UP AD FOR COLOR OR BLACK AND WHITE (GRAYSCALE):

Color: Color ads should be submitted in CMYK. Please make sure that your ad does not contain RGB color or spot (Pantone) colors. If we need to convert your ad, there may be unwanted color shifts.

Black and white: All black and white ads must be submitted in grayscale. Please make sure your original artwork (before you convert to PDF) is a grayscale file - not RGB or CMYK (color modes).

Note for Illustrator users: If you are creating a grayscale ad in Illustrator, black will still present as CMYK (color) unless you convert the objects to grayscale. Before you convert to PDF, go to "Select-->Select All" and then "Edit-->Edit Colors-->Convert to Grayscale." Similarly, if your color ad artwork contains spot/Pantone colors you can do the same process and chose "Convert to CMYK".

Note for Canva users: Download as "PDF Print" and choose "Color Space: CMYK." If your ad is black and white, please let us know in your order comments that you used Canva to create your ad, so we can convert it to a grayscale file.

RECOMMENDED DESIGN PROGRAMS

- Adobe InDesign, Illustrator, Photoshop
- Canva.com online design tool (basic account is free)
- Microsoft Publisher (do not use Word or Power Point)

DESIGN TIPS

- Type should be no smaller than 7 pt.
- Reverse type (white letters on a colored or black background) should be no smaller than 10 pt.
- Sans serif type families will reproduce best. Typefaces with thin strokes (serifs) and thin lines may not reproduce well in when used at small sizes.
 - Sans-serif font example (Arial)
 - Serif font example (Times New Roman)
- For readability, reverse or color-build type should not be positioned on top of screened backgrounds of less than 70% or light-colored backgrounds.
- Fine or thin lines may not show up on a colored background
- Article: [What Makes a Good Ad Layout?](#) (PNA is unaffiliated with the company/author)

QUESTIONS? NEED HELP?

For artwork questions: Contact Steph Yeo at stephy@phinneycenter.org, 206.783.2244

For ad sales questions: Contact Christiane at ads@phinneycenter.org, 206.783.2244

Submit ad artwork to: ads@phinneycenter.org on or before the artwork deadline. We'll contact you if we need you to make changes to your artwork.