



**Guidelines for submitting advertising copy & graphics:**

Bit-mapped images (JPGs, TIFs, GIFs, etc.) will be printed at 300 pixels per inch (ppi). For instance, a half-page ad, 4.5 x 3.6875 inches, needs a JPG at least 1350 x 1106 pixels for best resolution.

Text and black-and-white graphics are printed at 1200 dots per inch (dpi). If you want text to appear on top of a bit-mapped image (for instance, a JPG photo with the organization name or message running across the photo), you'll get best results if you send us the image without any text and let us add the desired text to the final product.

Please don't submit images as part of a Word DOC file. Word images are typically 72 dpi and will look grainy when printed. If your ad is text only, you may send it as a Word document, but bear in mind it will only stay true if it uses fonts that we have on our computer. If you want to be sure our printed version looks like your design, please provide it as a PDF.

Please call with any questions.

**Page and Ad Sizes:**

Each page is 5.5 in. wide by 8.5 in. high. The printed area on the page is 4.5 x 7.5, which is also the size of a normal full-page ad. Smaller ads will be separated by a gutter (blank space) 9 pts. = 1/8 inch wide, so half- and quarter-page ads are slightly smaller than expected.

Note: We can print full-page ads 5.5 x 8.5 to cover the page if you supply 1/8-inch bleed on all four edges.