

Specifications for Congratulatory Message

Full Page Ad; 5.75" W x 8.75" D, Trim size 5.5" W x 8.5" D
Digit Print: Full Color

All elements must be specified as CMYK. Please do not send PDF files created from Microsoft Word. All image files must be 300 DPI.

Artwork may be submitted in the following ways:

PDF Files: Construct by printing a postscript file from the layout and distill the postscript using the Press Quality setting with Acrobat 4.0 (or higher). Compatibility in Acrobat Distiller. Make sure to embed all fonts. Using distiller is the ideal method for creating PDFs.

Quark Express:

1. Save files as Quark EPS.
2. Open in Illustrator
3. Select all and create outlines for all type
4. Save as Illustrator EPS, making sure the resolution of all embedded images is 300 DPI
5. Send Illustrator EPS only.

Adobe Photoshop CS

1. Grayscale (if your ad prints in black & white) with 300 dpi resolution.
2. For Line Art or text only: choose 1200 dpi resolution.
3. Provide as a PSD or TIF (no lzw compression).

Adobe Illustrator CS

1. Save as Illustrator EPS.
2. Create outline for all text
3. Embed all links, which must be hi-res images

Electronic files can be emailed (stuffed in Stuffit Deluxe as a self-extracting file) to:
Holli Rathman, holli@hollirathman.com