



## 2016 ADVERTISING GUIDELINES

The following ad sizes are available. If you need help determining what size or format is the most appropriate, or if layout assistance is needed, contact EC Fisher Design at 410-822-6305 to discuss your options. Deadline for submitting artwork is **August 31, 2016**.

| AD TYPE      | AD SIZE<br>WIDTH X HEIGHT<br>(NO BLEED) | AD SIZE<br>WIDTH X HEIGHT<br>(WITH BLEED) | COST   |
|--------------|---|---|--------|
| Full Page    | 7½ x 10                                 | 8.75 x 11.25 (.125)<br>Trim size 8.5 x 11 | \$1000 |
| Half Page    | 7½ x 4½                                 | n/a                                       | \$500  |
| Quarter Page | 3⅝ x 4½                                 | n/a                                       | \$350  |

## MECHANICAL SPECIFICATIONS

- Hi-res PDF (photos 300 dpi) preferred, with all fonts outlined and CMYK images embedded.
- Artwork can be supplied on a CD or sent via FTP to:  
<https://www.dropbox.com/sh/fnegwjt4x0dvfty/AADl8FpFUlgiRavxDCQJkvuka?dl=0>
- If color is critical, please send a hardcopy color proof.

### OTHER ACCEPTABLE FORMATS:

- We accept files created in Adobe InDesign, Adobe Illustrator, Adobe Photoshop CS5.5/lower.
- files compatible with MAC & PC.
- Please include all fonts and images as EPS, TIF or JPEG set at 100%.
- All colors should be converted to CMYK, no RGB.
- Bleed ads are extended 1/8" beyond document page (see "bleed size" above).
- Files under 5MB may be emailed to [liz@ecfisherdesign.com](mailto:liz@ecfisherdesign.com)
- Mail artwork on CD and color proofs to:

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 c/o EC Fisher Design  
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 410-822-6305