

If you choose to format your directory, the following guidelines can be used to assist you in preparing text and graphics for your 2011-2012 Membership Directory.

### **Recommended List Preparation for TEXT Files**

#### **DO:**

- Create your text file in any version of Microsoft Word.
- Select Times New Roman as your default font.
- Highlight text or format words that you want to appear as **BOLD**, *Italic* or Underline.
- Select line breaks and page breaks
- Select the appropriate font size – (body) 10 pt – (heading)12 pt
- Save your text file in Word as (.doc) or (.txt)

#### **DON'T:**

- Auto format or select any formatting style
- Select or insert Wingdings or Dingbat style fonts
- Create columns
- Number your pages
- Use tabs to position text

### **Recommended List Preparation for GRAPHIC Files**

#### **DO:**

- Provide Ads on specified sizes (quarter, half or full page)-*see attached style guide*
- Submit Ad on any standard removable media (floppy, CD, JAZZ, ZIP, etc.) or email/upload to Copyco
- Save graphics as PDF, EPS or Tiff file format.
- Include a hard copy laser of the ad at correct size.
- Photos: resolution needs to be 300 dpi for best results

#### **DON'T:**

- Don't save any graphics in a Word (.doc) or (.txt) file.

### **Ad Submissions Notes**

<b>Preference</b>	<b>File Type</b>	<b>Quick Comment</b>
1 <sup>st</sup>	Illustrator EPS	Select all text as "Create outline to fonts"
2 <sup>nd</sup>	PDF	Choose "Press Optimized" Setting
3 <sup>rd</sup>	Photoshop Tiff or EPS	Create as 300 dpi Grayscale
4 <sup>th</sup>	All	Print Optimization

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# 2011-2012 Style Guide for Ad Space

Quarter Page Ad: 2" x 3-1/2"

Full Page Ad: 4-1/4" x 7"

Half Page Ad: 4-1/4" x 3-1/2"