

EARTH DAY FOOD & WINE FESTIVAL

Program Ad Guidelines

Deadline: March 1, 2010

File Submission

- Acceptable formats sized to actual ad size at 300 dpi:
 - TIFF files (Flattened; CMYK color or grayscale for b/w art)
 - PDF files (Press Quality setting; output with no color conversion; no crop marks or color bars)
- Name your file with your company name & size (example: Paraiso_qtr)
- Email artwork to kyle@vineyardteam.org

Ad Sizes

- Full page (no bleed) 7.25" x 9.25" (contact us for specs for ads with bleeds)
- Half Page 7.25" x 4.5"
- Quarter Page 3.5" x 4.5"

Guidelines for the Best Results

- The program is being printed on newsprint with a newspaper press. Please keep this in mind with regards to potential registration issues.
- Where black is incorporated, use 100% black (not rich black or registration black).
- Do not use text smaller than 10pt and avoid the use of color for smaller text.

Qtr Page 3.5" x 4.5"	Full Page 7.25" x 9.25"
Half Page 7.25" x 4.5"	