

100 BM Program Book Ad Specifications

Type and Format

Ads and logos should be camera ready. Submitted artwork should not require any alterations or corrections and should be ready to be reproduced for publication.

Acceptable formats are: PSD, TIFF, EPS, PDF, JPEG or PNG.

We can accept print-ready files saved from the following design software programs: Adobe Photoshop® CS-CC(2017), Adobe Illustrator® CS-CC(2017), Adobe InDesign® CS-CC(2017) or other graphic programs *as long as they are saved or exported in the above listed formats.*

Native Microsoft Word or Microsoft Publisher files are not acceptable. You will need to save your file in one of the above listed formats. Please refer to your user manual or software vendor for information on how to output a print-ready image that meets the specifications listed in this document.

Your file, picture or company logo must have a resolution of at least 300ppi (pixels per inch) to be suitable for print.

Please keep in mind that images used on the web or email advertising are NOT suitable for print.

The files are too small, the resolution is too low, and it will not produce clear images and text when printed. We are not responsible for the look or quality of your ad, photograph or logo in the final print version of program book for any images or files that are pulled directly from the web or email blasts.

Color Mode

All ads in this program book will be in full color. You should save your files in the CMYK color mode. If your files are submitted using any other color standard, such as RGB or Pantone, they will be converted to CMYK during preflighting. Conversion from one color standard to another may cause colors to shift.

If your Ad is to be created by us as a part of your sponsorship package, you can submit the text content of your ad by email or as an attached Microsoft Word document. Logos should be sent in vector EPS format if available. If not, the logo file must be *at least* 300ppi. Logos pulled from the web are not acceptable for print.

Ad Deadline

Please send all requested items prior to **November 24, 2017.**

Where To Send Your Files

If sending electronically, please e-mail your files to laniece@lajonesmedia.com

If you need are unable to email your files, please contact us and we will provide you with an alternative option.

Full Page 8.5”w x 11”h

Business Card Size Ad
4.25''w x 2.75''h

Quarter Page
4.25''w x 5.5''h

Business Card Size Ad
4.25''w x 2.75''h

Half Page
8.5''w x 5.5''h