



PUBLISHING GUIDELINES

- AD SIZES**
- A** (3.5" X 2")- horizontal or vertical (business card)
 - B** (3.75" x 3.75")
 - C** (7.5" x 3.75") - horizontal only

All ads must be submitted in the exact required size. Exceptions must be approved prior to submittal and may incur additional fees. Submittals may be sent by e-mail to Bruce Cook at bcook@lf2.org (file not to exceed 3MB, can use self-extracting zipped file).

ACCEPTABLE FORMATS

Adobe Acrobat 6.0 +

- Embed all fonts
- Include all linked files, i.e., graphics/photos
- Optimize for printing
- Graphics/photos must be 300 dpi grayscale
- Format to be .pdf

Adobe Illustrator CS4 +

- All fonts to be outlined
- Graphics/photos must be 300 dpi grayscale
- Include all linked files, i.e., graphics/photos
- Format to be .eps

Adobe InDesign CS4 +

- All fonts to be included
- All linked graphic/photo files to be included
- Graphics/photos must be 300 dpi grayscale

OTHER FORMATS

- **Do not submit** ads in Microsoft programs including Word, Publisher, or PowerPoint; or in Corel programs.
- If you use any of these programs, please **convert** your ads to high resolution .pdf files, or to .jpeg, .eps, or .tif graphics files.