

AD SPECIFICATIONS FOR THE 2022 NSPRIDE PROGRAM GUIDE

AD SUBMISSION DEADLINE: **MAY 27, 2022**

AD SIZES (W X H)

Full Page	4.75" x 7.625"
Half page	4.75" x 3.75"
1/4 page (horizontal)	4.75" x 1.75"
Business card (vertical)	2.25" x 3.75"

ACCEPTABLE AD FILE FORMATS

.TIF (for photos and other halftones)	.EPS (vector graphics such as logos)
QuarkXPress (.QXP) (8.0 or earlier)	InDesign (.INDD) (CS5 or earlier)
Text-only Word (.DOC) documents	

QuarkXPress files

- Use "Collect for Output" so that the Quark file and all fonts and graphic files are included in one folder.
- PC users—Send a list of the fonts used, and include a PDF file in addition to the collected Quark file, which may be used to match Mac fonts to your PC fonts.
- Mac users—Use the "Collect for Output" feature, making sure all fonts and graphics are collected into one folder. Name the folder with the business for which the ad has been created.

InDesign files

- Use "Package" so that the InDesign file, all fonts and graphic files are included in one folder. See InDesign instructions for platform-specific instructions regarding fonts. InDesign-generated PDF files are acceptable, but native, packaged files are preferred.
- *Photoshop CS5 or earlier files*
- Photoshop files with type must have the type layer(s) rasterized and saved as a .TIF file with layers. Please set the Mode to Grayscale.

Illustrator CS5 or earlier files

- All Illustrator files including type must have the type changed to outlines.
- Any Illustrator files with imported artwork must have that artwork embedded, NOT linked.

Microsoft Word files

- Do NOT embed graphics into a Word doc—send graphics files separately.

AD FILE FORMATS NOT ACCEPTED

- Microsoft Publisher, WordPerfect, JPEG, BMP.

FONTS

- Only OpenType, Postscript Type 1 fonts should be used. (no TrueType please)

COLOR SETTINGS

- Grayscale will be used in the Program Guide. If RGB or CMYK is sent, it will be converted to grayscale
- Pantone colors will be converted to grayscale

SCANS AND RESOLUTION

- Resolution: 300 ppi
- Photos and any other halftones should be scanned at 300 ppi, grayscale and saved in .TIF format
- Bitmap (black-and-white only, no grey) graphics should be scanned at 1,200 ppi and saved in .TIF format
- Vector graphics (Illustrator, Freehand, Corel Draw) should be saved in .EPS format

TEXT

- If you would like us to create a basic ad using text, send the text information in a Word file document attached to an e-mail.

FILE COMPRESSION

- PC users should ZIP the folder (.zip)
- Mac users should use the “Compress” the folder. (.zip) (feature accessed by right-clicking or control-click if using a one-button mouse)

CONTACT INFORMATION

- Include the following information in a Word or plain text file:
- Name of Business taking out the ad
- Individual at that business who should be contacted, if necessary, and the contact information
- If an agency or graphic artist is preparing the ad copy, also include that contact information

SUBMISSION

E-Mail: Send files to nspridegraphics@comcast.net

AD PREPARATION QUESTIONS?

E-mail questions to: nspridegraphics@comcast.net

PROGRAM GUIDE AD PRICES

- Full-page Ad \$1,000
- Half Page Ad \$500
- Quarter Page Vertical Ad \$250
- Quarter Page Horizontal Ad \$250