



Advertisement Sizes and Specifications

The Program Book is a 5.5" x 8.5" publication:

<u>Full Page Color Ad</u>	<u>Dimensions (w x h)</u>
Trim Size	5.5 x 8.5 inches
Bleed Size	.125 inch bleed on all sides

<u>Half Page Color Ad</u>	<u>Dimensions (w x h)</u>
Trim Size	5.5 x 4.25 inches
Bleed Size	.125 inch bleed on all sides

FORMAT

The preferred format for ads is PDF created in Adobe Acrobat 4 or above. These formats are also acceptable:

- InDesign 5 or above file with necessary fonts and links and laser print of file (.ai)
- An EPS file created in Freehand, Illustrator, or InDesign with all fonts converted to outline, any necessary links and laser print of file

IMAGES

Halftone images should be 300 dpi when used at 100% of size and color must be converted to CMYK process colors. Line art should be provided at a minimum of 1,200 dpi resolution.

BLEEDS

Full-page bleed ads should be set up at full-page size with a 1/8 inch bleed extending beyond page dimensions.

DEADLINES

Final Artwork must be submitted by **April 29, 2022** via email to Marina Gutierrez at mgutierrez@unitedwaysb.org

If you would like a staff member at United Way to create an ad for you, your request must be made no later than **April 15, 2022.**

For any questions, please call Marina Gutierrez at (805) 882-0505.