

## Directory Advertising Information

|                     |   |  |
|---------------------|---|--|
| <b>File Formats</b> | .PDF, .PSD, .TIFF, .PNG, .EPS, or .AI   |  |
| <b>Ad Sizing</b>    | <b>Full Page</b>  | No Bleed - 7.5" x 10"<br>w/ Bleed - 8.75" x 11.25" |
|                     | <b>Half Page Vertical</b>   | No Bleed - 3.25" x 10"<br>w/ Bleed - 4.5" x 11.25" |
|                     | <b>Half Page Horizontal</b>   | No Bleed - 7.5" x 4.5"<br>w/ Bleed - 8.75" x 5.75" |
|                     | Please Refer to <b>Ad Templates</b> for Further Sizing Information  |  |
| <b>Color</b>        | 4-Color Process (CMYK)  |  |
| <b>Text</b>         | <b>9pt</b> Minimum Size for Legibility, Keep 3/8" from Edges  |  |
| <b>Images</b>       | High Res Images at <b>300 DPI</b> or Higher   |  |
| <b>Embedding</b>    | Convert Fonts to Outlines and Embed Images  |  |
| <b>Finalization</b> | Insure Information is Accurate and Spelled Correctly  |  |
| <b>Ad Upload</b>    | Use the Dropbox Link Provided on <b>nadcachapter3.org</b>   |  |
| <b>Questions?</b>   | Design or File Information - <a href="mailto:info@myadsolutions.com">info@myadsolutions.com</a><br>Directory Information - <a href="mailto:nadcachapter3@gmail.com">nadcachapter3@gmail.com</a> |  |