

Advertisement specifications for NAACP souvenir journal.

Finished size of book:	8-1/2" x 11"
Full page ad:	7-1/2" x 10"
OR Full page bleed	8-3/4" x 11-1/2"
1/2 page ad	4-1/2" x 7-1/2" - horizontal
OR	10" x 4-1/2" - vertical
1/4 page ad	3-3/4" X 4-1/2"

Format:	Disc or E-mail
	1 - PDF file OR
	2 - Microsoft Word
	3 - May use Publishers, but not preferred

All photos in .jpg or .tif files.