

Sponsor Program Ad Specifications

AD SIZES

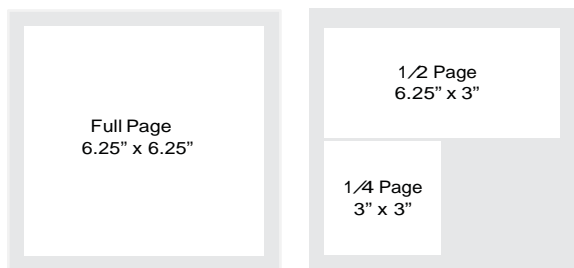
The Program is 7" x 7"

Full Page Ad: 6.25" x 6.25"

1/2 Page Ad: 6.25" x 3"

1/4 Page Ad: 3" x 3"

All ads are black & white or grayscale
(no color).



Please email camera-ready artwork to Foundation@thompsonhealth.com no later than August 5, 2016.

For questions regarding ad placement, call the F.F. Thompson Foundation office at 585-396-6155.

ACCEPTED PROGRAMS

Adobe Acrobat Press PDF is preferred
(embed all fonts)

Adobe InDesign version CS4 or earlier

Adobe Illustrator version CS4 or earlier

Adobe Photoshop version CS4 or earlier

DIGITAL ARTWORK SPECS

Scale: Set up at 100%.

Photo resolution: 300 dpi minimum.

Photos should be placed in programs at 100% or less.

Any photos enlarged more than 120% at 300dpi will degrade considerably.

Layered files: Must be flattened and placed flattened.

Fonts: All fonts must be included with digital file, even if they have been turned into art (outlined) or rasterized.

Support art (placed images): Must be embedded or linked. If revisions have been made to any support art (placed images) the link to the image must be updated.

Image compression: Turned off.

PDF files: All pdfs must be "Press Quality" pdf.