

CDCTA 2010 Advertising Materials Specifications

Sizes

Final size of Printed Newsletter 8.5 in x 11 in

Black and white only

No bleed ads accepted

Full Page--Live area 7.5 in w x 10 in--Keep printable area within these margins

Half Page Horizontal only--7.75 in w x 4.75 in h

Quarter Page--3.625 in w x 4.75 in h

Business Card--3.5 in w x 2 in h

Acceptable Materials for Printed Newsletter

- All files must be black and white.
- Adobe Acrobat files are the recommended file format
- Be sure all fonts are embedded in pdf
- All images including photographs must be at least 300 dpi
- JPEGs and TIFs must be at least 300 dpi at actual print size. (Please note text in jpegs or tifs will not be sharp when printed.)
- If Word documents are submitted in lieu of an Acrobat pdf, use only standard MS fonts: Arial, Century, Comic Sans, Georgia, Times New Roman, Trebuchet, Verdana, Wingdings. When using other fonts, CDCTA cannot be responsible for correct reproduction.

Flyer Submissions

Verify the following information is included in your flyer before submitting:

- Name of Event
- Location of Event
- Date of event
- Opening and Closing Dates for entry
- Summary of classes offered
- Manager name, address, phone, email
- Secretary name, address, phone, email
- Mailing address for entry
- Payment information for entry
- Entry requirements (for example: signed entry form, check, coggins)
- Entry form and release
- Optional items: directions, description of venue, web address for additional information