



62nd Annual Arts Festival Ad Specifications 2017

**2017 Arts Festival
Program Book**

Ad Submission Deadline:

May 1, 2017

NEW Ad Sizes

**MAXIMUM ad sizes
listed below**

**All measurements
are in inches**

Full Page:

4.375 wide by 7.375 high

Half Page:

4.375 wide by 3.5625 high

Quarter Page

Vertical:

2.0625 wide by 3.5625 high

Technical questions:

Kim Alemian

781 383 2787

kalemian@ssac.org

Deadline, payment and placement questions:

Kristen Sherman

781-383-2787

ksherman@ssac.org

Email ads to:

Kim Alemian

kalemian@ssac.org

&

Kristen Sherman

ksherman@ssac.org

by May 1, 2017

Ad Submission Specifications

300 dpi resolution or higher

Document size must match the actual ad size or it will be scaled to fit the designated space at our discretion.

Preferred format:

Adobe Acrobat PDF

Other accepted formats:

High resolution(300dpi/ppi) JPEG, TIF OR EPS file

InDesign® (indd), Adobe® Photoshop® (psd) or Adobe® Illustrator® (eps)

Include all linked graphics and font files with your application files.

Graphics files placed in a layout should be provided as JPEG, PDF, EPS or TIF files, positioned and updated within the application and sized/oriented properly.

Unacceptable formats:

Microsoft Word, Excel or PowerPoint

Sending your ad to us:

As an email attachment. JPEG, PDF, EPS or TIF files.

PDF proofs at 100% of ad size in the highest resolution possible are greatly appreciated and ensure the accuracy of your submission.

B+W Ads:

Convert color graphics with your documents to grayscale.

A NOTE ON QUALITY

Providing us with a clean, clear, high-resolution PDF will ensure that your ad represents your business well. Most images can be scanned, but the quality of the original will affect the print quality.

SSAC cannot guarantee the quality of submissions provided as color, Xerox copies, faxes, ads previously printed in newspapers or magazines and provided as clippings, or business cards, etc. If ads are provided in any of these ways and additional editing is required to meet our standards of quality, you will be notified of the additional charges before your ad is placed.