



Program Advertisement The Tree of Health Center's Universal Health Fair 2016

Format for Print-Ready Ad

If you are providing print-ready copy, your ad must be submitted in one of the following formats:

- 1) TIFF, EPS, JPG, PSD or PDF file. All fonts must be embedded and/or attached. **Please "flatten" all files before saving.** Emailed files must be under 6 MB.
- 2) **Adobe Acrobat© PDF file, distilled from InDesign or Quark Express as 'Press Quality'** with all fonts embedded. Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted.
- 3) **Native application files: PC InDesign files with "ALL 300 dpi files needed for remote printing."** This should include the original one-page InDesign file, any linked 300 dpi graphics and all fonts. Adobe Illustrator files saved as EPS with embedded photos & art. All fonts converted to outline. Adobe Photoshop files saved as flattened JPG, 300 dpi, in CMYK.

Photos and Graphics

Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 1) **Digital photos (JPG or TIFF) unretouched "right out of the camera" are preferred.**
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG windows format accepted.
- 3) Professionally printed photos (to be scanned).

No computer-printed material or website images are accepted.