



GERMAN-AMERICAN STEUBEN PARADE

Gala Journal Advertisement Graphic Requirements

File Format

- Preferred file formats: Adobe InDesign
- Accepted file formats: PDF, JPEG
- Unusable File Formats: BMP, Word

Resolution

The advertisement is acceptable provided it is 300dpi or better.

Every file qualifies as either a vector file or a raster file. A vector file is one that was originally produced in Illustrator and can be increased or decreased in size without affecting the integrity of the image. This type of file is ideal for digital printing. A raster file is a TIFF or photographic image that must meet certain requirements in order to achieve optimal resolution for a wall mural. For best results, a raster file should be taken (photo) or built (Photoshop) at actual size.

Color

The recommended color space for submitted files are CMYK. All pixel based imports must be saved as CMYK in a TIFF or EPS format. Although we cannot guarantee exact color match, for optimal color accuracy we recommend the files either be created in or converted to CMYK before submittal. Black and white images should be saved as grayscale.

File Submission

There are a few key things to remember when submitting artwork.

- All artwork should be submitted to nsrdesigns@gmail.com
- Please transfer all fonts to outline mode.
- Please submit the artwork at the correct live space size. (See Below)
- Photoshop imports into vector based programs like Illustrator should be linked not embedded. Please include all linked files.

Advertisement Live Space Sizes (W x H)

Full Page: 8.25" x 10.75"

Half Page: 8.25" x 5.25"

Quarter of a Page: 4" x 5.25"

Eighth of a Page: 4" x 2.5"

The Gala Committee thanks you for all of your support and generosity.

Thank you!

The Gala Committee