

# Advertising Spec Sheet

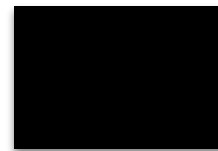
## If Silver Wings are **Creating your ad**

**Please supply the following materials to ensure that your ad can be created in a timely manner.**

- The text to be included in the ad – preferably submitted in a typed format (Microsoft Word document).
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- Your logo as an EPS file (If you do not have this file, we also accept high resolution PDF, JPEG, or TIFF files).
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- Any high resolution image(s) that you would like to include as a JPG, TIFF or PDF file(s).
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- If you have a sample ad you would like us to refer to while creating your ad, please supply a hard copy of that as well.



**Full page (bleed)**  
7.5”w x 10”h



**1/2 Page**  
7.5”w x 4.88”h

## If you are **Providing your ad**

**Please follow guidelines below when providing your print-ready ad.**

- Ad file must meet the required size specifications of the ad size you have agreed to (see specs to the right).
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- To ensure best quality, please provide your ad as a print-ready PDF file (at least 300 dpi) with all text outlined in a CMYK format.
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- If you cannot provide a PDF file, the following types of files may be accepted: JPG, TIFF, PSD\*, AI\*.



**1/4 Page**  
3.66”w x 4.88”h



**1/8 Page**  
Business Card Size  
3.66”w x 2.38”h

*\*Note that all “working” files should have text outlined and graphics/images embedded to avoid issues when opened.*

**Images saved directly from the web are most likely low resolution and rarely convertible to the required resolution for print.**

Email your print ready ad or your ad elements to [springshow@hebronsilverwings.org](mailto:springshow@hebronsilverwings.org).  
Please send your elements in one email, with the following subject line: Silver Wings Ad Program  
Please send questions to our Spring Show Ads Chair at [springshow@hebronsilverwings.org](mailto:springshow@hebronsilverwings.org).