



AWC News Advertising Specifications

effective 11/2009

For best results, please create and submit your finished ad to us in electronic form according to the following specifications. A color print proof should accompany each ad so we can confirm how it should look.

File Format _____ All graphics and finished ad should be submitted in one of the following graphic formats:

- AI at 300 dpi
- TIF at 300 dpi
- PNG at 300 dpi
- PDF files must have all fonts embedded and compressed to 300dpi (Use the Print Option when creating the Acrobat PDF).

NOTE: We CANNOT accept ads in other formats such as Microsoft Word (doc), Works (wks), Claris Works, or Publisher (pub), jpg or gif.

Software _____ Ad should be designed at the appropriate size in any of the following programs:

For highest quality at any print size (vector, or draw, programs):

- Adobe Illustrator: Change all text to graphic format (create outlines) and save as AI (with embed objects) or PDF
- Adobe Photoshop: Set document resolution at 300 dpi at the actual ad size, create the ad, then save as TIF
- Microsoft Powerpoint: Save as PNG with 300 dpi graphic display

NOTE: If you cannot provide your ad from any of the above programs in the required format, we will create the ad for you for a surcharge of 25% of the ad amount. You provide the text and original graphic elements (photograph prints, logos and/or slides) which we will scan and return to you later.

General _____

- Finished ad and graphics should be submitted in COLOR (which will be used for the online version and will be output in grayscale for the print version).
- Photographs used in the ad must be scanned at 300 dpi at their final output size and saved as TIF.
- All solid line art should be scanned at 600 dpi (1200 dpi is better) and saved as TIF.
- Files may be compressed using PKzip, Winzip or Stuffit
- Graphic elements should be included as separate files when submitting your advertisement.

Submitting files _____ We prefer to receive your electronic advertisement on a CD ROM, but it can also be submitted or as an e-mail attachment.

Direct all materials and questions to: AWC News, American Women's Club of Thailand
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