



THURSDAY, NOVEMBER 17, 2016

THE REGATTABAR IN THE  
CHARLES HOTEL, CAMBRIDGE

## PROGRAM BOOK ADVERTISING SPECIFICATIONS

### ACCEPTED FORMATS, IN ORDER OF PREFERENCE

For best print quality, please make sure that all images included in your files are 300 ppi and at 100% scale or lower in your layout. All ads should be black-and-white or grayscale and conform to these specifications.

If you need assistance producing your ad, email Jessica Langer at [langer@homestart.org](mailto:langer@homestart.org).

■ **Acrobat Press PDF files**, written as PDF/X1a:2001, or as “press quality”: set image downsampling to 300 ppi, JPEG maximum compression; monochrome down sampling to 1200 ppi, no compression; embed all fonts. *Ad size must be accurate — PDFs cannot be adjusted by program designer.*

■ **Adobe Photoshop CC14** and earlier versions. Color mode should be Grayscale, resolution 300 ppi.

■ **Adobe InDesign CC14** and earlier versions. Include all fonts and images. *Program is laid out in InDesign.*

**Not accepted:** Microsoft Publisher, PowerPoint, camera-ready positives and film negatives.

**How to submit ads:** Files that are smaller than 8mb may be emailed to Jessica Langer at [langer@homestart.org](mailto:langer@homestart.org).

**Please submit ads by November 3, 2016.** For more information, call Jessica Langer (617) 542.0338 x 275 or go to [www.CHAFund.org](http://www.CHAFund.org).

Full page: 4.75W X 7.75H

BOOK TRIMS AT 5.5 X 8.5  
NO BLEEDS ALLOWED

Half page horizontal: 4.75W X 3.75H

Half page vertical:  
2.25W X 7.75H

Quarter page vertical:  
2.25W X 3.75H

Quarter page horizontal/business card: 4.75W X 1.75H