



AD SPECIFICATIONS – Ads/Logos/Web

LOGOS (VECTOR FORMAT PREFERRED)

Four Color

File Format: .ai (Adobe Illustrated)
.eps (encapsulated postscript)

PROGRAM ADS

Black & white inside/4-color inside back cover

No bleeds

High resolution .pdf (300 pixels/inch)

Save file without crop/bleed marks

Note: Make sure all photos in ad are 300 pixels/inch.

WEB

We will convert high-resolution files into low-resolution web-compatible ones

SEND ADS/LOGOS TO:

Kathy Weishampel
kathywdesign@yahoo.com

Questions: (262) 719-8438
Ask about production assistance

1/4-Page Ad
3⁵/₈" Wide x 4¹/₂" High
Black and White – No Bleed

1/2-Page Ad
7¹/₂" Wide x 4¹/₂" High
Black and White – No Bleed

Full-Page Ad (Inside Pages)

7¹/₂" Wide x 9¹/₄" High

Black and White, No Bleed

Full-Page Ad (Inside Back Cover)

7¹/₂" Wide x 10" High

Four-Color, No Bleed