



Howell Area  
**Chamber**  
of Commerce

## 2019 COMMUNITY GUIDE & MEMBERSHIP DIRECTORY AD REQUIREMENTS

Please follow the specifications outlined below when sending ad files for insertion into the Howell Area Chamber of Commerce 2019 Community Guide and Membership Directory.

All ads are preferred to be provided in electronic format only. You are encouraged to supply **Press Optimized PDFs with all layers flattened.**

### SUPPORTED FILE FORMATS ARE AS FOLLOWS FOR MAC OR PC:

- **In Design** – include all supporting fonts and graphics.
- **Adobe Illustrator** – fonts converted to outlines and graphics embedded, document color model as CMYK or grayscale, **do not use RGB for printing.**
- **Adobe Photoshop** – 300 dpi - 1 color ads or CMYK image modes for full color ad. Lineart should be 600 dpi and saved as a bitmap tiff. Accepted file formats are EPS or JPG format. **No RGB, no pict or gif. (Caution: any art prepared for or taken from a website has a resolution which is too low for quality printing. Website art is only 72 dpi.)**
- **Adobe Acrobat** – PDFs distilled using Job Setting: Press or High Quality, fonts must be embedded. **You can also go to our website at <http://www.fipprint.com/resources/downloads.html> and use the **Adobe PDF Job Ready feature that will convert your document to a high quality PDF ready for printing.****

## 2019 AD SIZES

### Premium Full Page Ad Sizes

- Inside Front Cover ..... 8½" x 11"
- Inside Back Cover ..... 8½" x 11"
- Outside Back Cover ..... 8½" x 11"

*(NOTE: these ads will need at least a ½" safe zone and no text or logos should be in this area. Photos and color can bleed off, but keep in mind your photo may be punched through.)*

### Full Page Ad Sizes within book

- Standard Full Page ..... 8½" x 11"

*(NOTE: these ads will need at least a ½" safe zone and no text or logos should be in this area. Photos and color can bleed off, but keep in mind your photo may be punched through.)*

### All other sizes

- 2/3 Page ..... 4.750" x 10.00"
- 1/2 Page Horizontal ..... 7.188" x 4.725"
- 1/3 Page Vertical ..... 2.25" x 10.00"
- 1/3 Page Square ..... 4.725" x 4.725"
- 1/6 Page Vertical ..... 2.25" x 4.725"
- 1/6 Page Horizontal ..... 4.725" x 2.25"

*(NOTE: these ads do NOT require bleeds, crops or borders)*

To send a file go to <https://fipprint.presencehost.net/servicecenter/order.html>, then fill out the form and attach your file for upload. Also copy your ad to [kesper@howell.org](mailto:kesper@howell.org) at the Chamber.

Direct layout and specification questions to

**Nila Beverley (nilab@fipprint.com) at**

**First Impression Print & Marketing • 517-546-9798**

**First Impression Print & Marketing, Howell, MI 48843**

**upload your files as mentioned above.**