

To ensure that your ad is printed as accurately as possible and to eliminate delays, please be sure that your file meets these requirements.

Ad Sizes	Eighth Page	Quarter Page	Half Page	Full Page
	3¼"W x 2"H	3¼"W x 4"H	6½"W x 4"H	6½"W x 8"H

Technical Specifications	Digital Formats	Minimum Resolution	Color Profile
	<p>Submitting your artwork in a PDF format with fonts embedded is preferred to help maintain the integrity of your ad. However, we accept print-ready files saved in any of the following formats</p> <ul style="list-style-type: none"> • TIF • GIF • JPG • EPS 	<p>In order for an image to print properly, it must be at least 300 dpi (dots per inch) at the printed size. Images below 300 dpi will produce blurry print that lacks detail.</p> <p>Please do not submit graphics downloaded or saved from web pages because the resolution is too low for publication. These graphics often are saved at 72 dpi, which is sufficient for screen display, but far below acceptable quality standards for print. Please do not change a low resolution image to a higher resolution by increasing the dpi.</p>	<p>Grayscale for all ads</p>

Print-Ready Artwork

Print-ready artwork is artwork that can be scanned without further touch up, preparation or changes. Having the right artwork makes all the difference in how your product will turn out. The highest quality, sharpest artwork will produce the best print.

What is **not** print-ready artwork:

- faxed copies
- letterhead
- business cards
- photocopies
- hand sketches
- imprinted merchandise
- any other artwork which needs to be touched up, color separated, or made one color

Means of Submission	CD (non-returnable)	Email
	<p>Please mail your CD to: The Choral Project - Advertising 72 N. Fifth Street, Suite 15 San Jose, CA 95112</p>	<p>Please email your ad to: advertising@choralproject.org</p>

Contact Information

Questions regarding artwork and layout should be directed to: advertising@choralproject.org