

Ad Specifications for the California Classic Combined Driving Event at Shady Oaks Program

Definition of Camera Ready Artwork: **An electronic file supplied in one of the following programs/formats.**

Programs used (MAC platform preferred)

Adobe Acrobat (print quality)

Adobe Illustrator (eps file with embedded fonts and images)

Adobe Photoshop (300 dpi jpeg or tiff)

Formats accepted: (Also see below regarding conversions)

EPS, PDF, TIFF, JPEG

Color files should always be saved as CMYK.

Scanned photo resolution should be **minimum of 266 dpi / maximum of 300 dpi for full color images.**

Minimum of 300 dpi for line art. 72 or 96 dpi images are not acceptable.

All fonts and graphics **MUST** be included with files sent. **MAC Fonts** are the only fonts acceptable. IBM (Windows) fonts are **NOT** acceptable using the above programs. Fonts embedded in file or converted to paths/outlines preferred

We would prefer you send your artwork via email to stevenosse@yahoo.com, but CD's and DVD's are accepted as well.

Mail to: Steve Nosse at 4328 Lorenzo Lane, Stockton, CA 95207

You may upload files via email to stevenosse@yahoo.com. Send all ad files as attachments. Please use compression software such as Stuff It or ZIP It if file sizes are large or if you have linked files.

Ink Color(s) to be printed:

BLACK on inside pages. FULL COLOR for cover.

Sizes of Ads:

Full Page	7 ⁵ / ₈ " wide x 10" tall
Half Page (wide)	7 ⁵ / ₈ " wide x 5" tall
Half Page (tall)	3 ¹³ / ₁₆ " wide x 10" tall
Quarter Page (tall)	3 ¹³ / ₁₆ " wide x 5" tall
Quarter Page (wide)	7 ⁵ / ₈ " wide x 2 ¹ / ₂ " tall
Business Card	3 ¹³ / ₁₆ " wide x 2 ¹ / ₂ " tall