

## ACTION SUPPORTER AD BOOK TECHNICAL INFORMATION



For the greatest efficiency, please send your ad camera-ready by **JANUARY 15**.

### **“Camera-ready” means that the ad is:**

- ✓ Completed with art-work, photos and text in the actual size and shape and layout as it will show in the book
- ✓ If there are unusual fonts that I do not have, I may request that the client send the font, or I may have to substitute a font.
- ✓ I will consider minor changes and adjustments (such as font substitution or transfer from one Microsoft program into Publisher) to meet the standards of “camera-ready.”

### **Acceptable formats:**

- PDF, JPEG and TIFF files should be 600 dpi for sharp text (Less than that will produce a fuzzy ad).
- In Microsoft Word or Publisher format.
- If a client only has access to a Mac-based program, PDF, JPEG and TIFF files are best.
- For other formats, please check with the ACTION Supporter Book Chairperson.
- Send the ad borderless unless the border is an integral part of the ad (decorative or part of the logo...)
- ACTION will accept hard copies this year as well, but *keep in mind that scanning slightly reduces the quality of your image.*

### **WARNINGS:**

Do not copy a photo or logo from the internet – these are very low resolution and will be extremely fuzzy on the finished page. You may download an ad for the purpose of showing us the layout, but send the **original** art in maximum quality JPEG or TIFF. If you do not have the original artwork, we will work with what you have and make it look as good as possible.

Please be sure any photos you send are legal to print. Some portraits are taken for the purpose of using them in publications (the photographer released that right to the person). However, most portraits are under the copyright rule and cannot be reproduced legally in publications. Please check with the photographer for a one-time release to use a portrait in our publication.

If you are creating your own ad, be sure to do so in black and white as this is how we will be printing. Colors might make a nice contrast in full color, but could look identical in black and white.

Please contact the Action Operations Manager with any questions regarding these instructions:

Mary L. Hanna

actionofgreaterlansing@gmail.com

(517) 580-0552

Thanks so much!