MARBLEHEAD FESTIVAL OF ARTS INC

Ad Specifications for the 2013 Festival Program

Deadline: May 25, 2013

Ad Sizes (w x h)

Full Page	4.75" x 7.625"
3/4 Page	4.75" x 5.675"
Half page	4.75" x 3.75"
1/4 page (horizontal)	4.75" x 1.8125"
1/4 page (vertical)	2.3125" x 3.75"
1/6 page	2.25" x 2.425"

File Formats and Fonts

File Formats accepted include: .TIF *(for photos and other halftones),* .EPS (vector graphics such as logos), QuarkXPress (.QXP), InDesign (.INDD) and **text-only** Word (.DOC) documents. Do NOT embed graphics into a Word doc—send graphics files separately.

QUARKXPRESS 8 OR EARLIER

Use "Collect for Output" so that the Quark file and all fonts and graphic files are included in one folder.

PC users: Send a list of the fonts used, and include a PDF file **in addition to the collected Quark file,** which may be used to match Mac fonts to your PC fonts.

Mac users: Use the "collect for output" feature, making sure all fonts and graphics are collected into one folder. Name the folder with the business for which the ad has been created.

INDESIGN CS6 OR EARLIER

Use "Package" so that the InDesign file and all fonts and graphic files are included in one folder. See InDesign instructions for platform-specific instructions regarding fonts. InDesign-generated PDF files are acceptable, but native, packaged files are preferable.

PHOTOSHOP CS6 OR EARLIER

Photoshop files with type must have the type layer(s) rasterized and saved as a .TIF file with layers. Grayscale only please.

ILLUSTRATOR CS6 OR EARLIER

All Illustrator files including type must have the type changed to outlines.

Any Illustrator files with imported artwork must have that artwork embedded, NOT linked.

FONTS

Only Open Type and Postscript Type 1 or Type 2 fonts should be used. *(no TrueType please)*

File Formats NOT accepted

Microsoft Publisher, Microsoft Word, WordPerfect, JPEG, BMP.

Color: Grayscale will be used in the Festival Program. If RGB or CMYK is sent, it will be converted to grayscale.

Scans and Resolution

Resolution: 300 dpi

Photos and any other halftones should be scanned at 300 dpi, grayscale and saved in .TIF format.

Bitmap (black-and-white only) graphics should be scanned at 1,000 dpi and saved in .TIF format.

All vector graphics (Illustrator, Freehand, Corel Draw) should be saved in .EPS format

Business Card Ads

Mail in a clean business card along with your contact information. If your card uses graphics and you have the graphic files available, then include them. We will either scan your business card or reproduce the information to best display your ad.

Text

If you would like us to create a basic ad using text, send the text information in a Word file document attached to an e-mail message.

File Compression

PC users should ZIP the folder (.zip)

Mac users should use the "Compress" feature accessed by control-clicking (or right-clicking) the folder. (.zip)

Contact Information

Include the following information in a Word or plain text file:

Name of Business taking out the ad.

Individual at that business who should be contacted, if necessary, and the contact information.

If an agency or graphic artist is preparing the ad copy, also include that contact information.

Submission:

E-Mail: Send files to **program@marbleheadfestival.org.**

Postal Mail: Place files on a CD and mail to:

Harmonious Concepts
Attn: MFoA Program
118 Pleasant St Unit 4
Marblehead, MA 01945-2344

Questions?
E-mail questions to:
program@marbleheadfestival.org.

Telephone inquiries may be made by calling Harmonious Concepts at 781.990.3568.

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