2018 ADVIS Membership & Resource Directory
Sizing Grid

- Full Page:
  $800
- Inside Front Cover:
  $1,200
- Inside Back Cover:
  $1,200
- Back Cover:
  $1,500
- Half Page:
  $500

Full Page (and Covers)
5-1/4” W x 8-1/4” H

Half Page
5-1/4” W x 4” H
SOFTWARE APPLICATIONS

ADVIS Directory is produced using InDesign on the Macintosh running under OSX.

Ideally, this is the application of choice for all marketing related material. Many people do not have this application, but we do accept the following applications:

Software Applications Include:

- Adobe PageMaker—MAC/Windows
- Adobe InDesign—MAC/Windows
- Adobe Illustrator—MAC/Windows
- Adobe Photoshop—MAC/Windows
- Adobe Acrobat (PDF)—MAC/Windows
- QuarkXpress 6.0 or Greater—MAC/Windows
- Macromedia FreeHand—MAC
- CorelDraw—Windows
- Microsoft Publisher—Windows
- Microsoft Word—Windows

If you are working with an application other than one listed above please consult with us before sending any files.

FONT FAMILIES

All fonts necessary to print your job MUST BE included, even if they are system fonts.

- Adobe Type 1 fonts must include the screen font and printer (postscript) font.

- TrueType fonts can only be accepted for the operating system they were intended. (*i.e. Windows TrueType fonts will not work on a Macintosh.)

- When creating stylized fonts use the actual postscript font style rather than bold, italic, bold italic, etc. in the type menu of your application program.

GRAPHICS

Inclusion of these files for output is crucial to the quality and timely turnaround of your job.

Graphic images fall into two main categories.

Vector:
Adobe Illustrator, Macromedia Freehand and CorelDraw create these types of files. They usually will have the suffix ".eps".

- If at all possible please include the original art file along with the .eps file in the event that we need to edit the graphic.

Bitmap or Pixel:
Adobe Photoshop creates this type of file. It can have the suffixes ".tif" or ".eps".

- The basic resolution for most pixel images is 300 pixels-per-inch at 100%. Factors such as scaling and halftone screen can be affected by this resolution.

- If a low resolution pixel image is used "for position only" (FPO), please include the original photograph so that we may scan a high resolution version.

TIPS...

In the past, we experienced the most trouble with the following file(s) and formats. Below are recommendations that would assist us to produce the best quality for your advertisement.

Adobe Photoshop:
- Design: If designing in Photoshop exclusively, please do not flatten the file(s) that are to be used. Keep the text layers as text, since pixelated text tends to print low quality, depending on the resolution.

- Resolution: Photoshop files must be 300ppi or higher if grayscale. If bitmap, 1200ppi is recommended.

- Saving files: Three file formats would be recommended in saving your Photoshop files: EPS, TIF or PSD.

- JPG (JPEG) and GIF are not recommended. The compression routines used to make a JPEG tend to pixelate any and all images regardless of resolution.

Word:
- Graphics placed in a Word document must be provided separately, especially if it is a photo or pixel based image. Although Word does embed photos,graphics within the document, the graphic may be converted to low resolution.

PDF:
- The resolution settings on creating a PDF should be 300ppi, press quality and all fonts should be embedded. The color output should be set to composite gray, NOT CMYK. This will insure that your PDF is one color, not a process build of black.

“Please provide black and white or grayscale camera ready artwork. For the best quality, all artwork should be a 300 dpi resolution or a vector format, at the correct size. Fonts should either be embedded, converted to outlines or supplied with the artwork. Acceptable formats for electronic files are outlined on the following page. We require that a laser proof, printed at 100%, accompany all electronic files. Sizing grids are shown on the reverse side of this page.”

ART SIZES AND SPECS

All art float on an 6x9 page. Art must be produced to the following sizes and do not require any bleed area, crop marks, registration marks or color bars.

Full Page – 5.25 wide x 8.25 high
Half Page – 5.25 wide x 4 high

CHECKLIST

Did I Include...

- File
- All fonts used
- ALL graphics used at 300ppi or vector art
- Laser proofs

NOTE: Failure to follow the above suggestions, might result in your file printing differently than expected. If you have any questions, please do not hesitate to contact us.