



# AWC News Advertising Specifications

effective 12/2013

For best results, please create and submit your finished ad to us in electronic form according to the following specifications. A color print proof should accompany each ad so we can confirm how it should look.

**File Format** \_\_\_\_\_ All graphics and finished ads should be submitted in one of the following graphic formats:

- AI at 300 dpi
- TIF at 300 dpi
- PDF files must have all fonts embedded and compressed to 300dpi (Use the “Print” Option when creating the Acrobat PDF).

NOTE: We CANNOT accept ads in other formats such as Microsoft Word (doc), Works (wks), Claris Works, or Publisher (pub), jpg or gif.

**Software** \_\_\_\_\_ Ad should be designed at the appropriate size in any of the following programs:

For highest quality at any print size:

- Adobe Illustrator: Change all text to graphic format (create outlines) and save as AI (with embed objects) or PDF (at print quality)
- Adobe Photoshop: Set document resolution at 300 dpi at the actual ad size, create the ad, then save as TIF

NOTE: If you cannot provide your ad from any of the above programs in the required format, we will create the ad for you at a surcharge of 25% of the ad amount. You provide the text and original graphic elements (photograph prints, logos) which we will scan and return to you later.

- General** \_\_\_\_\_
- Finished ad and graphics should be submitted in COLOR (which will be used for the online version and will be output in grayscale for the print version).
  - Photographs used in the ad must be scanned at 300 dpi at their final output size and saved as TIF.
  - All solid line art should be scanned at 600 dpi (1200 dpi is better) and saved as TIF.
  - Files may be compressed using PKzip, Winzip or Stuffit
  - Graphic elements should be included as separate files when submitting your advertisement.
  - Ads submitted for the AWC News do NOT bleed due to our printing method.

**Submitting files** \_\_\_\_\_ We prefer to receive your advertisement electronically as an e-mail attachment or via an online file service, but it may also be submitted on a CD ROM or flash drive.

**Direct all materials and questions to:** AWC News, American Women’s Club of Thailand  
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Email: [news@awcthailand.org](mailto:news@awcthailand.org)