

## **Electronic File Specifications for AWC News Advertisements**

For best results, please create and submit your finished ad to us according to the following AWC News specifications. A proof must accompany each ad so we can confirm how it should look.

**File Format:** All graphics and finished ad should be submitted in one of the following formats.

- AI at least 150 dpi
- TIF at least 150 dpi
- PNG at least 150 dpi
- PDF files must have all fonts embedded and compressed to 300ppi (Use the Print Option when creating the Acrobat PDF).

We CANNOT accept ads created in Microsoft Word (doc), Works (wks), Claris Works, or Publisher (pub) format.

**SoftwareApplications:** Ad should be designed at the appropriate size in any of the following:

For highest quality at any print size (vector, or draw, programs)

- Adobe Illustrator: Be sure to change all text to graphic format (create outlines) and save as AI (with embed objects) or PDF

Other acceptable software:

- Adobe Photoshop: Set document resolution at 300 dpi, create the ad, then save as TIF

If you cannot provide your ad from any of the above programs in acceptable format, then send us a printout of how you want the ad to look. Provide the text and original graphic elements (photograph prints, logos and/or slides) which we will scan and return to you later. We will assemble the ad using our fonts and your graphics (fee applies).

### **General:**

- If you scan photographs to use in the ad, they must be scanned at 300 dpi at their final output size and saved as TIF.
- Files may be compressed using PKzip, Winzip or Stuffit
- Please include graphic elements as separate files when you submit your electronic advertisement, if applicable.

**Submitting files:** We are able to accept your electronic advertisement by email attachment.

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**Direct all materials and questions to:**  
AWC News, the newsletter of the AWC  
Email: [news@awcthailand.org](mailto:news@awcthailand.org)