

## Rocky Mountain Graphics Information for PAS advertisers

We appreciate your advertising with the Placitas Artists Series and ask that you follow these guidelines for submitting your ready-to-print ad.

**Please submit your ad as a black-and-white or greyscale image.** If you submit an ad that's in color, the process of converting it to greyscale can cause an image that lacks contrast -- the text, photo, or graphic elements can appear faded.

**The ad you submit needs to be the correct dimensions.** Those are as follows:

- Full-page: 5.5" wide x 6.5" high
- Half-page: 5.5" wide x 3.125" high
- Quarter-page: 2.625" wide x 3.125" high

FYI: 3.125" = 3 - 1/8"  
2.625" = 2 - 5/8"

**Your ad should be in one of the following file formats:**

- EPS -- preferred (if you submit an ad created in Adobe Illustrator, please include the fonts or convert text to outlines)
- PDF -- next best thing
- JPEG -- just please be sure this is a high-resolution jpeg
- TIFF
- BMP

Ad resolution should be a **MINIMUM** of 300 dpi. I cannot stress this enough. Lower resolution results in a poor-quality final product. The higher the resolution, the better. If you have questions about the resolution of your artwork, please call and we can talk about it.

**If an ad is submitted as ready to print** but needs work to make it fit, if it has a low-resolution element/photo that will appear jagged when the ad goes to press, or should the ad require other revisions, there may be an additional charge of \$40.00/hour, with a minimum of a one-hour charge, to fix the problem. I will try to avoid this situation if possible by communicating with you about potential problems with the ad's appearance.

***Please work with your graphic designer to ensure correct color (black/white or greyscale), dimensions, resolution, and file format.***

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**If you are interested in having Rocky Mountain Graphics produce your ad,** please state that clearly in an email, along with the size of ad you are purchasing for the program booklet.

**Charges for developing new ads:**

- Full-page -- \$70.00
- Half-page -- \$55.00
- Quarter-page -- \$45.00
- Scanning -- \$25.00

The charges for producing an ad cover *two rounds of revisions* after the initial draft is sent to you. Revisions typically include (but are not limited to) any typos submitted by the advertiser, any that I might overlook that are not caught by the advertiser (I try very hard not to let that happen!), changes in type size, or moving elements around within the ad. Please take the time to *look carefully at the initial draft* so that we can implement as many revisions in one round as possible. After the third draft, if there are further revisions, there is an additional hourly charge of \$40.00, with a minimum of a one-hour charge.

**Submitting artwork or photos:** Any artwork or photos you submit should be black-and-white or greyscale, a **minimum of 300 dpi**, and in one of the following file formats:

- EPS -- preferred (if you submit art created in Adobe Illustrator, please include the fonts or convert text to outlines)
- PDF -- next best thing
- JPEG -- just please be sure this is a high-resolution jpeg; photos from your website are usually too low in resolution.
- TIFF
- BMP

The higher the resolution of the photo or artwork, the better. If you have questions about the resolution of your artwork, please call and we can talk about it. Don't hesitate to call with any question you might have about the appearance of your ad.

**Submitting ad copy:** copy (text) for the ad should be submitted in a **Microsoft Word** document saved as a .doc, if you have decided how you want the text to look. What I produce will approximate closely what is in the document you've sent.

If you do not have a particular preference for text layout, you can send the ad copy in an email. I will work with you by phone or email to be certain what you want in the ad is what you get.

Thank you! Eddy Bond

**Rocky Mountain Graphics 836.4281 email: rmg1981@aol.com**