



## **MARBLEHEAD FESTIVAL OF ARTS PROGRAM AD SPECIFICATIONS**

**Deadline: May 31, 2024**

**Submission: Send files to the following Morgan McIntyre  
[mem3298@gmail.com](mailto:mem3298@gmail.com) and Jodi-Tatiana Charles [jodi@lcgbrands.com](mailto:jodi@lcgbrands.com)**

### **Ad Sizes**

- **Full page – 5" w by 8" h**
- **½ page horizontal – 5" w by 4" h**
- **½ page vertical – 2 ½" w by 8" h**
- **¼ page vertical – 2 ½" w by 2" h**

### **Ad Submission Specifications**

- **300 dpi resolution or higher**
- **Document size must match the actual ad size or it will be scaled to fit the designated space at our discretion.**

### **Preferred format**

- **Adobe Acrobat PDF**
- **High resolution(300dpi/ppi) JPEG, TIF OR EPS file**
- **InDesign® (indd), Adobe® Photoshop® (psd) or Adobe® Illustrator® (eps)**
- **Include all linked graphics and font files with your application files**
- **Graphics files placed in a layout should be provided as JPEG, PDF, EPS or TIF files, positioned and updated within the application and sized/oriented properly.**

### **Unacceptable formats:**

- **Microsoft Word, Excel or PowerPoint**
- **PageMaker**
- **CorelDraw**

### **Sending your advertising to us:**

- **As an email attachment. JPEG, PDF, EPS or TIF files also large jobs being sent as native files can be provided as self-extracting archives.**
- **PDF proofs at 100% of ad size in the highest resolution possible are greatly appreciated and ensure the accuracy of your submission. Proofs must be created from and match the supplied electronic files.**

### **B+W Ads:**

- **Convert color graphics with your documents to grayscale. We do not accept color ads.**

### **A NOTE ON QUALITY**

- **Providing us with a clean, clear, high-resolution PDF will ensure that your ad represents your business well. Most images can be scanned, but the quality of the original will affect the print quality.**
- **We cannot guarantee the quality of submissions provided as color, Xerox copies, faxes, ads previously printed in newspapers or magazines and provided as clippings, or business cards, etc.**

**Thank you**

**Marblehead Festival Team**