

Swasey Central School 2008-2009 Family Directory Display Advertising Specifications

The Family Directory measures 5 ½" w x 8 ½" h. The interior margin is ½" for all pages.

Display Ad Measurements

Full Page: 4 ½" w x 7 ½" h

Half Page: 4 ½" w x 3 ½" h

Quarter Page: 4 ½" w x 2 ¼" h

The books are printed in **BLACK AND WHITE** via commercial copy services. The pages are folded and staple-bound along the spine. It is recommended that your display ads are black and white **ONLY**, incorporating simple, bold text and simple logo graphics rather than photographic images.

Photographs and colored or textured backgrounds will not reproduce well in the copying process.

Soft (Electronic) Copy Artwork

We accept Ads in **.PDF** (Adobe Acrobat) format.

Artwork/graphics may be submitted in **.TIFF** or **.JPEG** formats.

Hard Copy (Printed) Artwork

Hard copy artwork should be created at 100% of your ad's size, on a computer, and printed out on a laser or inkjet printer in black and white (grayscale) *only*. Artwork should be printed on Bright white paper at the highest resolution. (A 600dpi inkjet printer will print acceptable artwork.)

If you require further assistance, please do not hesitate to e-mail Lisa Bradsher at lmbradsher@comcast.net or call 772-2986.

¼ page \$25

½ page \$40

Full page \$75