



JOURNAL ADS

	INCHES (width x height)
\$1,000 FULL PAGE	5" wide x 7.75" high
\$500 HALF PAGE	5" wide x 3.75" high
\$250 QUARTER PAGE AD VERTICAL	2.375" wide x 3.75" high
\$250 TRIBUTE MESSAGE HORIZONTAL*	5" wide x 1.75" high

**Maximum character count with spaces - 110*

SEND FILES TO

Email (up to 8Mb) to: Christine Bonney - cbonney@zufallhealth.org

FILE FORMATS

Please provide ad materials in one of the following formats:

- Acrobat: .PDF (PDF/x-1a is our preferred format for all submissions. Press Quality is also acceptable.)
- Photoshop: .eps or .tif
- Illustrator: .eps (fonts outlined and images embedded)
- All images MUST be hi-resolution (at least 300 dpi). Please convert files to process colors (CMYK). Pantone and spot colors will be converted and may cause a color shift.
- Bleed is not accepted

LOGO SPECIFICATIONS

All logos must be submitted as a 300 dpi CMYK file. Below is the list of acceptable file formats:

1. Adobe Illustrator file (.ai) with all fonts outlined
2. EPS
3. PDF with fonts embedded
4. TIF
5. JPG
6. We cannot accept .GIF or .PNG files for logos, as they are not high-res, and therefore, not viable.

WE CANNOT ACCEPT THE FOLLOWING SOFTWARE

- Microsoft Word
- Microsoft Publisher or Power Point
- Crude paint programs (Paint or MacPaint)
- Spreadsheet database (i.e. Excel)
- Do not scan images in low-resolution (below 250 dpi).

For more information, please contact Christine Bonney: cbonney@zufallhealth.org; 908 418 5805