

# Camera-Ready / Digital Artwork Guidelines for Allen Eagles Football Game Program Advertising

**NOTE:** Digital art is preferred over camera-ready art.

Please **DO NOT** submit files using Microsoft Word, Publisher, PowerPoint, or Excel. We will not accept any art provided in any of these formats.

## Accepted Digital Art Formats\*:

We accept ads using the following applications:

- QuarkXpress (Mac format)
- Adobe Illustrator
- Adobe PhotoShop (PSD, TIF, JPG)
- Adobe InDesign
- Adobe Illustrator
- Acrobat (PDF)

## Include Fonts:

- Please send all fonts that were used in the creation of your ad, including both screen and printer fonts
- If unable to provide font files with your submission, you must convert all fonts to outlines

## Digital Photos and Image Files:

Be sure to include all high-res images and linked graphics used in the layout.

- ONLY HIGH-RESOLUTION DIGITAL PHOTOGRAPHY IS ACCEPTED
- Make sure all photos are at least 300 dpi at 100% of size
- For color images: CMYK images, saved as uncompressed TIF is preferred
- For grayscale images: Use grayscale (not RGB), saved as uncompressed TIF
- For B&W lineart (no grayscale): provide 1,200 dpi image as uncompressed TIF or BMP

## Submit Ad Using Any of the Following Media:

- Email is preferred. Please include both "Allen Eagle Football" and "Advertiser Name" in the subject line of your email.

Send to Chris Wallace: **christianwallace@gmail.com**

Note: Use Stuffit or Zip archive to compress large files (over 10mb) before sending

- CD or DVD data disc
- USB memory stick drive
- Provide us with a DropBox or YouSendIt or FTP download link to your ad file.

\* If you are unable to furnish digital art in an acceptable file format, please submit camera-ready artwork to your Allen Eagles Touchdown Club representative.

**IMPORTANT: A hard copy ad proof must accompany your digital art file.**

**THANKS FOR YOUR SUPPORT!**