

TECHNICAL INFORMATION ABOUT ADS FOR THE 2015 ISAAC BANQUET BOOK

To ensure that it will be printed in the banquet book, please send your ad camera-ready by JUNE 1, 2016

“Camera-ready” means that the ad is completed with art-work, photos and text in the actual size and shape and layout as it will show in the book

If there are unusual fonts that I do not have, I may request that the client send the font, or I may have to substitute a font.

I will consider minor changes and adjustments (such as font substitution or transfer from one Microsoft program into Publisher) to meet the standards of “camera-ready.”

Acceptable formats:

- PDF, JPEG and TIFF files should be 600 ppi for sharp text.
- In Microsoft Publisher format (or Word or PowerPoint if these are what you have available)
- If a client only has access to a Mac-based program, PDF, JPEG and TIFF files are best.
- For other formats, please check with Amy.
- Send the ad borderless unless the border is an integral part of the ad (decorative or part of the logo...)

If the ad is not in complete finished form:

- Send a sketch of the ad and the text. I will make it look as close to the client’s idea as possible
- Send all artwork in maximum quality PDF, JPEG or TIFF the size you want the artwork to show in the ad.
- **If the ad must be created from a sketch or description, please send it by MAY 15.**

WARNINGS:

Do not copy a photo or logo from the internet – these are very low resolution and will be extremely fuzzy on the finished page. You may download an ad for the purpose of showing the layout, but send the original art in maximum quality JPEG or TIFF. If you do not have the original artwork, I will work with what you have and make it look as good as possible.

Please be sure any photos you send are legal to print. Some portraits are taken for the purpose of using them in publications (the photographer released that right to the person). **However, most portraits are under the copyright rule and cannot be reproduced legally in publications.** Please check with the photographer for a one-time release to use a portrait in our publication. If you get permission, I will give the photographer full credit with contact information for this use of the portrait.

I assume that if you send a photograph, you have the right to publish it in your ad.

If you are creating your own ad, be sure to do so in black and white if this is how it will be printed. Colors might make a nice contrast in full color, but could look identical in black and white.

Please get back to Amy with any questions regarding these instructions:

Amy Peterson, 3921 Old Colony Road, Kalamazoo MI 49008;
345-4483; amy.peterson1000@gmail.com