



PROGRAM GUIDE MECHANICALS AND SPECIFICATIONS

**DIGITAL FILES MUST BE RECEIVED BY OCTOBER 1, 2010,
TO GUARANTEE PLACEMENT IN THE PROGRAM**

*For more information about the event,
call David Pap, (617) 844-2756, or go to www.CHAFund.org.*

All ads should be black and white or grayscale and conform to these specifications. Email CHAF's designer at greenpoint@cox.net if you need help producing an ad, or if you have technical questions.

ACCEPTED FORMATS, IN ORDER OF PREFERENCE, AND REMINDERS:

*For best print quality, please make sure that
all images included in your files are 300 ppi
and at 100% scale or lower in your layout.*

- **Adobe InDesign CS4** and earlier versions for Mac. *Include all fonts and images. Program is laid out in InDesign CS4.*
- **Acrobat PDF files**, written as PDF/X-1a:2001, or as "press quality": set image down sampling to 300 ppi, JPEG maximum compression; monochrome downsampling to 1200 ppi, no compression; embed all fonts. *Ad size must be accurate — PDFs cannot be adjusted by program designer.*
- **Adobe Illustrator CS4** and earlier versions, either Mac or PC. *Make sure fonts are converted to outlines/paths; images are either embedded or included with file.*
- **Adobe Photoshop CS4** and earlier versions, either Mac or PC. *Color mode should be Grayscale, 300 ppi, or if Bitmap, 1200 ppi.*
- **Quark XPress 6.0** and earlier for Macintosh. *Include all fonts and images. File will be converted to InDesign. Quark 7 users, please save backwards to version 6.*

Microsoft Word 2008 is accepted, but discouraged. Such files may need to be converted to Mac format. *PC/DOS fonts cannot be installed to Macintosh system; font replacement will be performed on such files — font matching is not guaranteed.*

NOT ACCEPTED: Microsoft Publisher, PowerPoint, etc., camera-ready positives and film negatives.

HOW TO SUBMIT ADS: Files that are smaller than 8 megabytes may be e-mailed to Johanna Sparling at greenpoint@cox.net. If you have a larger file to submit, contact greenpoint@cox.net for link to upload to an FTP server. Please reference "CHAF" in the subject line of your e-mail.

Full page: 4.75 w x 7.75 h
book trims at 5.5 x 8.5;
no bleeds allowed

Half page horizontal: 4.75 w x 3.75 h

Half page vertical
2.25 w x 7.75 h

Quarter page vertical:
2.25 w x 3.75 h

Quarter page horizontal / Business Card: 4.75 w x 1.75 h