

LEISURE GUIDE

A Note to Advertisers with the Bellingham Parks & Recreation Dept.'s Leisure Guide



ADVERTISING DIMENSIONS:

1/2 page — 9.75 inches wide by 4.75 inches tall
full page — 9.75 inches square

Options available for submission of ads (in order of preference)

Press-ready PDFs

These are PDFs that are created from the full feature version of Acrobat, and NOT created with PDFWriter. They can be PDFs exported (or saved) directly from programs such as Illustrator, Quark, InDesign, Freehand, Photoshop. In the Acrobat Distiller “job options” box choose the one for Press Optimized. Be sure to include fonts in the .ps for the .pdf.

Photoshop EPS, TIF, JPG or PDF files

These files are flattened files out of Photoshop. Minimum dpi 200 please, preferably 300dpi. When emailing files you could keep at higher rez and save as jpeg (just to make smaller for emailing portability).

EPS files created from Freehand or Illustrator

These files are created in Freehand or Illustrator, and saved as an .eps. PLEASE MAKE SURE all fonts have been converted to paths/outlines and that all linked images are provided (or embedded) to us along with the .eps file.

Publisher files

You CAN save your Publisher file as a tif. When you save, near the bottom it will have an option to “save as type” ... choose Tag Image File Format, when you select this, then an area of “resolution” pops up, with a default of desktop (150dpi), change that to commercial printing (300dpi).

Native files

If, for some reason, you cannot provide/produce any of the above mentioned formats, we can accept Publisher and Word (although, very possibly not the most recent versions)(NO docx files!). Let it be known, these programs often open differently on our machine than yours. Try not to use any unusual fonts that we may not have (font substitutions will happen). For Publisher files when you “pack and go” them PLEASE MAKE SURE to include all the packed.puz and unpack.exe files associated with your files. For files received in these formats, we will most likely send back to you a pdf for proof/approval prior to publication.

Hard copy

If you absolutely cannot provide a digital file, and only provide a printout, we can scan it. We will do our very best to produce the highest quality scans, but we cannot guarantee the quality of photographs or shaded artwork with this option.

GG Graphix can create your ad for you!

Designing and producing your own ad can be enjoyable and save money if you have the tools to do it. Alternatively, if you don't have the time or tools, you can utilize the expertise of GG Graphix to create your ad for you. Current charges are \$65/hour and an estimate can be given (if needed) prior to beginning. You need to get information in 7-10 days BEFORE the camera-ready deadline for this option. Just mail us your info along with billing and contact info/email/phone for sending a proof to. You should mail it to Gladys at GG Graphix, 877B East Pole Road, Lynden, WA 98264; or email to gggraphix@comcast.net, or call 656-6577.

Hard copy and/or digital files can be submitted in person at the Bellingham Parks Office,
3424 Meridian Street, in Bellingham (778-7000) by Cornwall Park;
—OR— files can be mailed or emailed directly to gggraphix@comcast.net