



# A Note to Advertisers with the Bellingham Parks and Recreation Dept's Leisure Guide

*please note* **NEW 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)

### ***PDFs created from a postscript file and Acrobat Distiller***

These are PDFs that are created from the full feature version of Acrobat, and NOT created with PDFWriter, nor are they PDFs exported directly from programs such as Pagemaker or InDesign (we occasionally have some problems with pdfs made in this manner). 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.

### ***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). 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 file. For files received in these formats, we will most likely send back to you a pdf for proof/approval prior to publication.

### ***Hard Copy – "Camera-Ready"***

If a hard copy (or printout) is the only artwork provided, we will 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 GGGraphix to create your ad for you. Current charges are \$65/hour and an estimate can be given prior to beginning (if needed). 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 me (Gladys) at 877B East Pole Road, Lynden, WA 98264; or email to gggraphix@comcast.net; or call 656-6577.

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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 emailed directly to gggraphix@comcast.net (656-6577).