

Quarter Page

3.75" wide x 5" deep

Full Page

7.75" wide x 10.25" deep

Eighth Page (business card)

3.75" wide x 2.45" deep

Half Page

7.75" wide x 5" deep

Instructions:

1. All ads should be CMYK, grayscale, or black and white – no RGB or indexed color ads.
2. Submit ads to exact dimensions. If possible, conform your page size to exact ad size (e.g., 7.75"x10.25", not 8.5"x11").
3. Photographs included in your ad should be 300 dpi at 100% of print size.
4. No bleeds, no crop marks, no registration marks.
5. If possible, convert fonts to outlines.
6. Make sure your filename has the proper extension on it so we know its format.
7. Put the name of the officeholder/candidate/sponsor/organization in your email subject line and in your filename. (We know it's for the Texas Democratic Women program; we need to know *your* name.)
8. Include an email address and phone number of you and/or your graphics person.

Preferred formats:

CONVERT FONTS TO OUTLINES when possible.

vector EPS

vector PDF

vector Adobe Illustrator (AI) CS2 or less.

InDesign (export as EPS, convert fonts to outlines)

CorelDraw (export as EPS, convert fonts to outlines)

Acceptable formats if you have no alternative:

Microsoft Word

Microsoft PowerPoint

JPEG/TIFF (at least 600 dpi)

Unacceptable formats:

Microsoft Publisher

Pages