

First Illinois *Speaks*

HFMA's First Illinois Chapter Newsletter

Ad Specifications

Sizes

Half Page Horizontal	7.5"w x 4.94"h
Half Page Vertical Option A.....	3.68"w x 10"h
Half Page Vertical Option B.....	4.94"w x 7.5"h
Quarter Page	3.68"w x 4.94"h
Full Page	7.5"w x 10"h

Color

All files should be saved as **CMYK (full color)**.

Resolution

All files should be saved at a minimum of 300 dpi or high resolution. Files that are low resolution or lower than 300 dpi will not be accepted as they will not print at a high quality level.

File Format

Acceptable file formats are **high resolution (300 dpi or higher) .pdf, .jpg, and .tif**. Should your file require editing, files should be packaged and be provided their native formats in Adobe CC InDesign or Illustrator.

File Submission

Please submit new ads to

Eileen Crow.....ecrow12@yahoo.com
Chapter Partnership Benefits Coordinator

For ad design specific questions, please contact graphic designer, Kathy Bussert of DesignSpring Group, Inc.

Kathy Bussert.....kbussert@designspringinc.com