

# Eisenhower Middle School Choirs

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## Advertisement Specifications

**PROGRAM SIZE: 5.5" X 8.5"**

### AD SIZE OPTIONS:

#### FIVE STAR

**FULL PAGE**

**Trim size:**  
5.5" x 8.5"

**Bleed size:**  
5.75" x 8.75" (.125")

#### GENERAL

**HALF PAGE  
B&W AD**

**Size:**  
5" x 3.875"  
**NO BLEED**

#### "COLONEL & CAPTAIN "

**THIRD PAGE  
B&W AD**

**Size:**  
5" x 2.5"  
**NO BLEED**

*First 3 submitted will be a full page color ad space. All others will be B&W.*

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## GENERAL ADVERTISEMENT GUIDELINES

- Use only high-resolution images (300 dpi or greater) to create your ad. Web images are generally low-resolution files and will print blurry. Color settings for images should be CMYK.
- When submitting a pdf file, make sure to use a high-resolution setting such as pdf x-1a.
- **BLEED FOR FULL PAGE ADS:** Pictures and background colors that extend to the edge of a full-page ad cannot stop at the trim line. The picture or background must overhang 1/8" in all directions to allow for variances in the trimming process at the printer.
- **CROP MARKS FOR FULL PAGE ADS:** Please include crop marks on full page ads to indicate where trimming of the ad edge should occur.
- **LIVE AREA FOR ALL ADS:** All text, logos and fine print must not be closer than 1/4" to the edge of the ad in all directions. This prevents relevant ad information from being trimmed off accidentally.
- **ACCEPTABLE AD SUBMISSION FORMATS:** HIGH-RESOLUTION .pdf, .psd, .tif, .eps, .jpg.
- **AD DESIGN SERVICE AVAILABLE (OPTIONAL):** Contact [NewMexicoCreative.com](http://NewMexicoCreative.com) for a quote.

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**AD MATERIALS DUE:**  
September 29, 2017

**EMAIL AD MATERIALS TO:**  
[emschoirsponsorship@gmail.com](mailto:emschoirsponsorship@gmail.com)

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