



## 2021 A3 Celebrate ad specs

- Donated ad space is 7" wide x 3" high
- No border is needed; the ad will fit into the pre-designed "shell" shown below.
- The ad will be in full CMYK color.
- Image resolution should be 200 dpi. Type should remain vector if possible. If you must rasterize or flatten type layers please do so at a high resolution 400-600 dpi. For line art or bitmap images use 600-1200 dpi depending on the quality or the original.
- Send the ad in as a PDF file using the "High Quality Print" setting. If corrections are needed, you will need to resend the PDF.



If you have any questions about these specs, contact Karen DeLuca at [Karen.DeLuca@pressdemocrat.com](mailto:Karen.DeLuca@pressdemocrat.com) or 707-526-8621