

UPDATE ADVERTISING SPECIFICATIONS SHEET

Guidelines for Acceptance of Advertisement: (1) All advertisers must be residents of Spruce Creek or the business or service must be located in Spruce Creek (2) any business located outside of Spruce Creek that wishes to place an ad must be **owned and operated** by a Spruce Creek resident.

Specifications for Ads:

- 1) All ads must be submitted in a file format that our printer can use.
- 2) **We cannot create your ad or your ad’s graphics.** We can refer you to a professional designer.
- 3) **We are able to work with ONLY the following file formats:** (in order of preference)
 - a. High Resolution (600 dpi or greater) Adobe Acrobat (.PDF) with fonts and graphics embedded, and sized to the correct dimensions.
 - b. 600 dpi Tiff (.TIF) or 600 dpi JPEG (.JPG), sized to correct ad dimensions.
 - c. Adobe Illustrator (.AI) Version 10 or less, all fonts converted to outlines, with graphics embedded and sized to correct ad dimensions. If fonts are not embedded, we may not be able to use the ad.
- 4) All ads **must be sized** to the correct dimensions – (not standard page sizes).
- 5) All ads must be delivered “camera- ready”; black and white or grayscale or **CMKY** color.
- 6) “Magazine” quality ads, please. Our printer uses only HIGH RESOLUTION FILES. Most photos, graphics and artwork taken from the Internet are NOT high resolution.

If you are not sure you can provide your ad in a proper file format, please contact us well before the deadline, and we will try to work with you to determine any alternatives.

Submission of Ads:

- 1) Ads should be submitted as electronic files and received by the deadline:
 - a) Send as an email attachment to:
scupdate-ads@earthlink.net - with a paper copy of the ad plus your application & payment to the POA office at 212-1 Cessna Blvd.
 - b) Deliver on a CD with a paper copy of the ad plus your application & payment to the POA office.

<i>Ad Style</i>	<i>Dimensions (Width x Height)</i>
ADvantage Card	3.25 x 1.75
1/4 Page	4.417 x 3.5
1/3 Page	4.417 x 4.75
1/2 Page Horizontal	6.75 x 4.75
Full Page	“Live Area = 7” x 9.75” Trim Area = 8.125 x 10.75 A Bleed (color to the edge of the page) is allowed if configured correctly

UPDATE reserves the right to reject ads not meeting residency, ad format, graphics or printing requirements, or not consistent with the character of our community publication. Ad placement is at the sole discretion of the UPDATE unless “premium” space has been reserved (for additional cost).

Advertising Deadline: On or before the 5th of the previous month. (Example, for the March issue, the deadline is February 5th.) If the 5th falls on a weekend, the deadline is the Friday before the 5th. New advertisers are urged to submit early. Advertising space is limited and may fill prior to the deadline.

Send **advertising questions** to the UPDATE Advertising Manager at **scupdate-ads@earthlink.net**
Payment is required at time of ad submission. Make check payable to: **Spruce Creek POA** Payment questions should be addressed to the POA – 212-1 Cessna Blvd. 386-760-5884.