

Print Display Ad Specifications

Accepted programs and formats

High resolution PDFs (Portable Document Format) are preferred. Be sure to embed all fonts. Photoshop tiffs or eps. Please make sure all colors are converted to CMYK.

Resolution

For the best printing reproduction, place all images at 100% at 300dpi and build Photoshop ads to actual size at 300dpi. 72dpi files and images off Web sites are not acceptable and will have poor reproduction quality.

Color

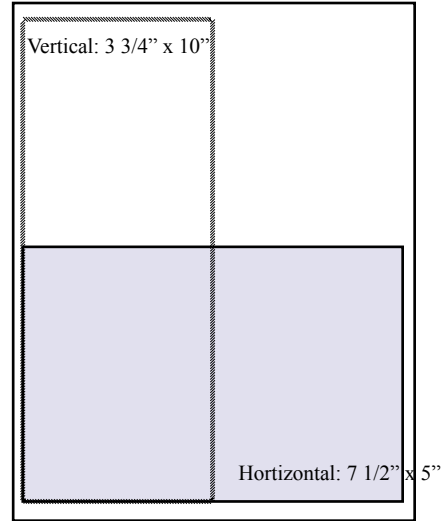
CMYK (full color) or grayscale (black & white).

Submit materials

Email as a file attachment to texasemsphotos@gmail.com then email a notification to susan.jackson@dshs.state.tx.us so she knows to go out and get the ad.

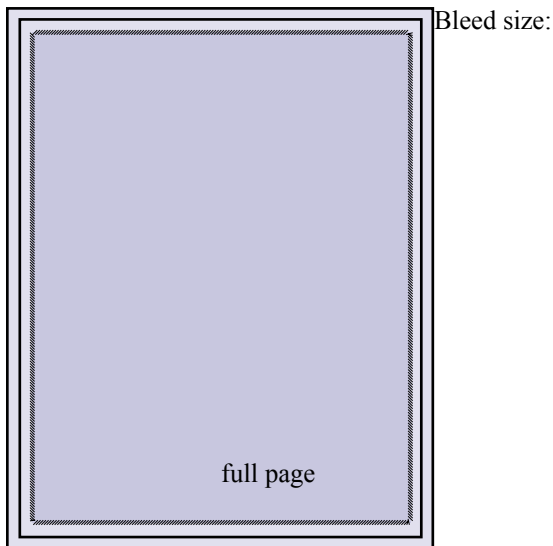
Got questions

Call Susan Jackson at 512-834-6748.



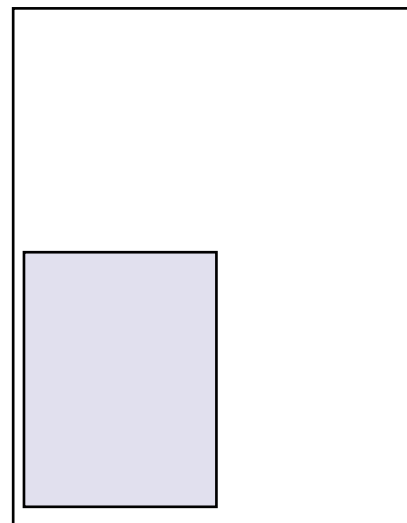
Half page ad

Horizontal: 7 1/2'' x 5''
Vertical: 3 3/4'' x 10''



Full page ad

8'' x 10 1/2''
Bleed size: 9'' x 11 1/2''



Quarter page ad

3 3/4'' x 5''