



Customer & Vendor Supplied Artwork And Ad Guidelines

Our art department produces professional quality ads, and needs your help when you provide artwork to create them. Please supply your company and association logos, as well as photographs or other required artwork, in as high quality as possible. Digital files in high resolution are best, but we can scan them from your stationery or business card if necessary. **Photos and images from the internet are not high enough quality to use in print media!** In order for us to use them, they must be at least 4x the size that will be used in your ad. You can email or give your artwork to your sales representative, and they will get it to the art department.

If your ad requires a great deal of personal attention, or you would like to be involved in the design process, you should have your own graphic artist supply the ad to us. Please make sure these requirements are met:

1. Ads should be created in the exact dimensions in accordance with **BBB Directory Advertiser Specifications**. Your sales representative can supply you with this information, or from <http://www.BBBPages.com> on the downloads page.
2. Accepted formats are: **EPS, TIFF, PDF (for print) or high resolution JPG**. **All files must be in CMYK color space at 300 DPI or better.** No bit mapped files or film/RC will be accepted.
3. Supply ads with **fonts outlined** and photos or other artwork **embedded** or included them with the ad. **DO NOT EMBED NON OUTLINED FONTS**. If you would like us to be able to edit your ad for future editions (change expiration dates, offers, etc.), send us your working files (.ai, .ind, .psd, in CS4 or earlier) with the ad, and supply fonts used.
4. Spot colors are formulated as follows: Black 100K, Red 100M / 100Y. **Do not use "Rich Black, or any other color variations unless you have a 4 color ad. PMS & RGB colors must be converted to a CMYK colorspace.**

E-mail supplied ads and/or digital files to creative@chadwickgraphics.com, or if very large, supply FTP info, or a link where they can be downloaded.

If you have any further questions feel free to contact your sales representative or the Art Director at 619-972-3948 ext.105 or fax 619-393-0102.