



ELECTRONIC ARTWORK SUBMISSION GUIDELINES

Camera-read artwork should be emailed to sfhaohd3@gmail.com along with a copy of the advertising agreement on page 1. All emails should list the buyer/organization, ad size, and payment method in the body copy.

Mechanical Specifications/Requirements:

Rates are based on CAMERA-READY artwork. Camera-ready artwork is defined as an ad that is provided electronically as a 300 dpi PDF or TIFF file at the correct ad size. Native Adobe CS or CC file formats (.psd, .id, and .ai) are also acceptable IF all supporting fonts and images are collected. **Microsoft Word documents are considered NON-camera-ready. Wrongly sized ads are also considered NON-camera-ready.**

Outside Design Services for Ads:

If you would like to outsource your ad design, you can inquire about in-house design services. Pricing for in-house design will be based on size, layout, and other design elements. Services will be offered on a capacity basis. **It is recommended that inquiries for outside design services be made before January 1, 2018.**

You can also contact your local service bureau (such as FedEx Office) for assistance in converting your designed ads into camera-ready format.

Up-charge for Non-Camera-Ready Artwork:

If NON-camera-ready artwork is provided, the advertiser will be charged the cost of the ad PLUS an additional 10% handling fee for design layout, mechanical art, typesetting, and corrections, including adjustments to size-of-ad standards. All checks for up-charges should be made payable to St. Patrick Celebrations, Inc.

Furthermore, St. Patrick Celebrations, Inc. will NOT be held responsible for any mistakes made in the resizing/reformatting of non-camera-ready artwork.

Art/copy requirements:

The advertiser assumes liability for all content, claims, and illustrations for advertisements printed, and for any claims against the publisher and/or St. Patrick Celebrations, Inc.

For Office Use Only

Date Received:	Number of Ads Requested:	Amount Received:
Ad Copy Received:	Confirmed Ad with Patron:	Date:
Advertiser's Name:	Business/Personal:	