





## 2020 Baltimore St. Patrick Parade Parade Guide Advertisement Agreement

### ELECTRONIC ARTWORK SUBMISSION GUIDELINES

Camera-read artwork should be emailed to [jmcmparade@gmail.com](mailto:jmcmparade@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) may be usable IF all supporting fonts and images are collected. **Microsoft Word documents are generally not considered NON-camera-ready and may result in wrongly sized ads.**

#### **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 8, 2020.**

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:	