



**PRIYA HARRACKSINGH**  
*graphic designer*

AD SIZE SPECS FOR AEF'S  
ANNUAL DINNER BENEFIT PROGRAM

Program Prints one color (PMS 411U)

**Full Page**

4.5" x 7.25" Must be a ***Vertical*** Format & B/W or PMS 411U

**Half Page**

4.5" x 3.5" Must be a ***Horizontal*** Format & B/W or PMS 411U

**Quarter Page**

2" x 3.5" Must be a ***Vertical*** Format & B/W or PMS 411U

ARTWORK SPECS

**EPS, TIFF and JPEG Files (Most Preferred)**

All Illustrator files must have artwork embedded and  
type created to outlines.

All Photoshop files must be created in 300 dpi or higher.

**PDF Files**

*PDF files must be created of high resolution.*

If PDF was created using Microsoft Word, please send  
Word files as well as any artwork placed in the file separately.

**Microsoft Word (Least Preferred)**

Will accept ads in this format as long as all logos, photos and any  
other artwork are also sent separately.

If anyone is in need of assistance creating an ad, I will be happy to assist.