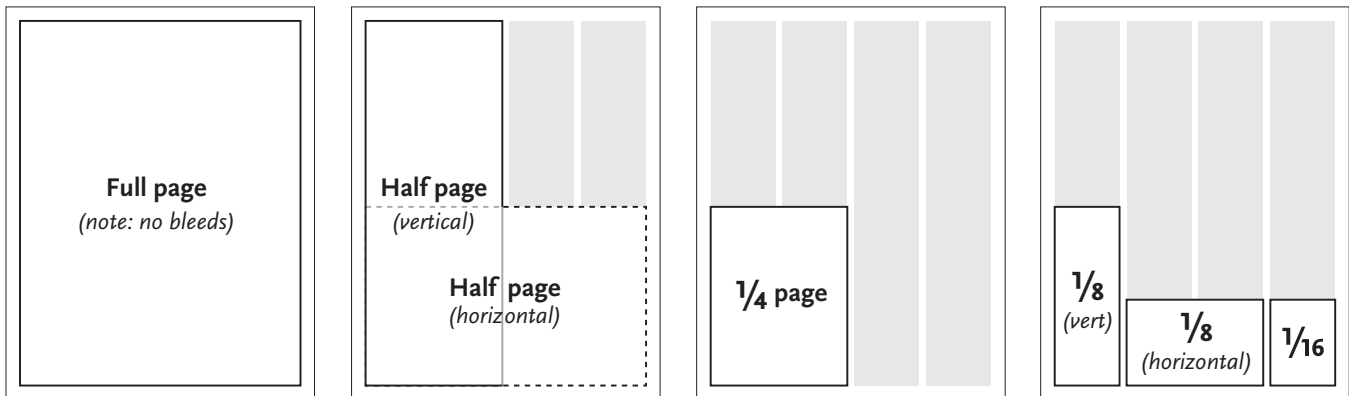


## 2017 Advertising Guidelines

### 1. Choose your ad size

(for placement in the May 2017 issue, confirm your ad size and return your contract by March 8, 2017)



<b>Full page</b> (no bleeds):	10.375 x 12.625"	(10 3/8 x 12 5/8")
<b>Half page vertical:</b>	5 x 12.625"	(5 x 12 5/8")
<b>Half page horizontal:</b>	10.375 x 6.125"	(10 3/8 x 6 1/8")

<b>1/4 page:</b>	5 x 6.125"	(5 x 6 1/8")
<b>1/8 page vertical:</b>	2.375 x 6.125"	(2 3/8 x 6 1/8")
<b>1/8 page horizontal:</b>	5 x 3"	(5 x 3")
<b>1/16 page:</b>	2.375 x 3"	(2 3/8 x 3")

### 2. Prepare your artwork

We want your ad to look its best, so to help us achieve that, please make sure the ad artwork you submit meets these specifications:

- Convert all colors to **CMYK process** (that is, not RGB, or spot colors)
- All images should be **at least 200 dots/pixels per inch** at the size they appear in your final ad. *If it came off the web, it's not good enough for print!*
- Convert or export your ad into **PDF format** at a **High Quality setting** with **all fonts embedded** (and please make sure the file is unlocked). If you have questions about how to do this, or your application can't make a PDF, please contact us.
- Put your company or organization's name into the name of the final file you send us.

### 3. Send us your artwork **by March 15, 2017**

Once you have your artwork ready, contact us and we'll send you a link to quickly and easily upload your file to our Dropbox (no Dropbox account necessary).

Questions, or to request a Dropbox link: [editor@montessoripublic.org](mailto:editor@montessoripublic.org)