

# Guidelines for Booklet Art

## Deadline

- Space reservation for camera ready ads: *Wednesday, 22 days prior* by 5pm
- Camera ready ads due *Friday, 20 days prior* by noon

## Ad Delivery

- Submit files to [ads@rcreader.com](mailto:ads@rcreader.com)
- For large files (over 20 MB), please call for assistance.
- Mail: 532 West Third Street, Davenport IA 52801

## Mechanical Requirements

- All ads and ad elements must be Grayscale or CMYK.
- RGB elements may not print and reproduction cannot be guaranteed.
- Resolution for all images: 300 DPI.
- Type over color photo or color gradient must be a minimum of 12 points. Bold sans serif fonts recommended for reverse type.
- Black elements in the ad must be 100% black, NOT CMYK.
  - Images in B&W ads must be grayscale.
- Fonts must be embedded or converted to outlines.
- Include all graphics or scanned images.
  - In Illustrator files, do not embed images, link them and include images.
- Please submit logo files in Adobe Illustrator EPS format.
- File names must have an extension (i.e., .tif, .eps, .pdf).

## Software

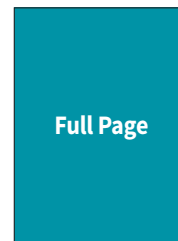
- We use Adobe CS3.

## Preferred File Formats

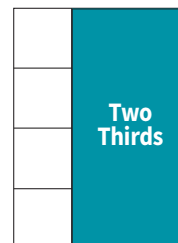
- TIFF (Photoshop, etc.)
- PDF (Adobe Acrobat) Fonts embedded or converted to outlines.
- EPS (Photoshop or Illustrator) Fonts embedded or converted to outlines.
- AI (Illustrator)
- We do not accept Microsoft Publisher (PUB) or Word documents (DOC).

**Questions?** Ask our design staff:

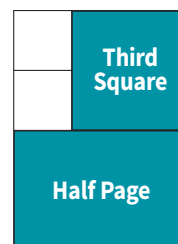
Call (563) 324-0049 or email [ads@rcreader.com](mailto:ads@rcreader.com)



**Full Page**  
7.375 x 10 inches



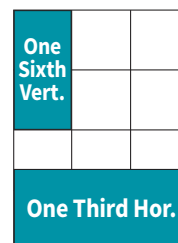
**Two Thirds**  
4.85 x 10 inches



**One Third Square**  
4.85 x 4.95 inches  
**Half Page**  
7.375 x 4.95 inches



**One Third Vertical**  
2.35 x 10 inches



**One Sixth Vertical**  
2.35 x 4.95 inches  
**One Third Horizontal**  
7.375 x 3.25 inches



**Two Ninths**  
4.85 x 3.25 inches  
**One Sixth Horizontal**  
4.85 x 2.45 inches  
**One Ninth**  
2.35 x 3.25 inches