

ADVERTISING ARTWORK SPECIFICATIONS

Send Ads and electronic files to:

Midlands Printing, Inc.
P.O. Box 429 • 1117 Broad St.
Camden, SC 29020
Phone: 800-849-2237
Email: terry@midlandsprintinginc.com
Please put "Queen's Cup" in subject line of artwork sent by email.

Important Information

- Please send camera-ready or digital art with correct dimensions to Midlands Printing, Inc. by April 6, 2012. CSA reserves the right to edit and size ad space when necessary. Photocopies, raised print on business cards or poor quality laser prints are not camera ready.

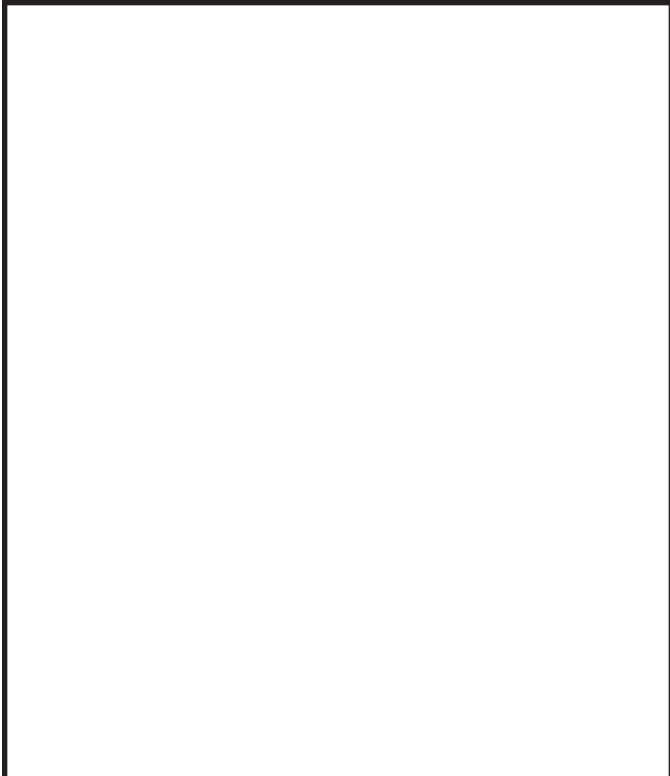
- If you do not have camera-ready art, Midlands Printing will be pleased to provide you with a quote.

Digital Artwork

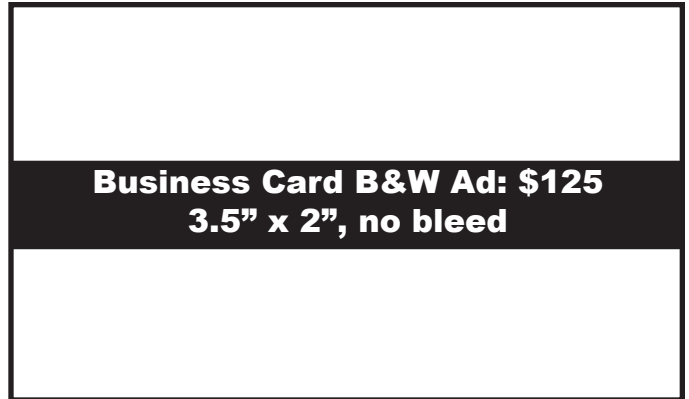
Line screen: 150 • DPI Resolution 250-300 • Black and white ads sent in PDF format should be sent in grayscale with embedded fonts • Four-color ads should be separated as CMYK • High-resolution scans should be TIFF files • Provide all printer and screen fonts • Provide original artwork and a hard copy of ad for reference.

Software Capabilities

QuarkXpress 6.1 • Freehand 10 • Illustrator CS • Photoshop CS
• InDesign CS • Hi-Rez PDF files



Full Page B&W Ad: \$300
8.25" x 3.5", no bleed



Business Card B&W Ad: \$125
3.5" x 2", no bleed



Half Page B&W Ad: \$175
3.5" x 4", no bleed

