



# ADVERTISING ARTWORK SPECIFICATIONS

## Send Ads and electronic files to:

Email: [bford@proprinters.com](mailto:bford@proprinters.com)

Attn: Beth Ford

Professional Printers

1730 Old Dunbar Road

West Columbia, SC 29172

Phone: 803-796-4000

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 Professional Printers by **April 3, 2020**. CSF 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, Professional Printers 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**