



SPRING BENEFIT & AUCTION

A Virtual 'Mask'-erade



Harbor Country Day School
2021 Spring Benefit - A Virtual 'Mask'-erade
Friday, April 23, 2021

AD SPECIFICATIONS

The deadline to receive artwork for ads is Friday, April 2, 2021.

Ads will be in color (RGB only) for online publication.

Please email all files to Jennifer Taggart at jtaggart@hcdsny.org.

PARTNER-LEVEL FILE SPECIFICATIONS:

- **Presenting & Platinum Partner:** Full page with link to content – 5.5" wide x 8.5" tall
- **Gold Partner:** Half page with link to content – 5.5" wide x 4.25" tall
- **Silver and Bronze Partners:** Quarter page with link to content – 2.75" wide x 4.25" tall
- **Friend and Supporter:** Listing with link to content

ELECTRONIC FILE SPECIFICATIONS:

- 0.125" bleed should be added to all edges for ads with a full-bleed background.
- All ads that are not full-bleed should use a 0.125" safety margin on all inside edges with no art or text.
- Color ads should be submitted in RGB color format for digital viewing – the booklet will be distributed online only this year. Black-and-white ads should be submitted in greyscale.
- Files accepted: .eps, .indd, .ai, .png, .jpg.
- 250 dpi resolution is the minimum requested; 300 dpi resolution is preferred.

PDF SPECIFICATIONS:

1. PDFs should be saved in RGB (or grayscale format if you prefer black and white). Do not use CMYK format or Pantone spot colors.
2. All embedded art should be at least 250dpi resolution. 300dpi or more is best. If your art is lower resolution, do not upsample to create higher resolution. This is the same as using low resolution art.
3. Do not optimize PDF files when exporting and saving. Do not reduce resolution. Do not use jpg compression.
4. Make sure all fonts are embedded in PDF file.

ADS IN INDESIGN CS14-16 FORMAT:

1. Include all linked and embedded files, as well as font files. Convert all text to outlines. Please provide a high-resolution image file of logo if possible.
2. Art files should be minimum 300dpi.

ADS IN WORD/POWERPOINT/PUBLISHER FORMAT:

1. Please export as a pdf using above specs if you want a specific font.

**If you should have any questions, please feel free to reach out to
Jennifer Taggart at the following email and/or phone number:**

Jennifer A. Taggart

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