



## JOURNAL GREETING SPECIFICATIONS

### DEADLINE FOR SUBMISSION

November 2, 2009

### SPECIFICATIONS

5" x 7", Non-bleed, 4-Color

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space.

### FILE FORMATS

**Image Requirements:** All ads should be final, hi-resolution (300dpi) CMYK files. TIF, JPG or EPS file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

PDF files are also accepted, and must be a minimum of 300dpi and contain only 4-color process images (CMYK).

Journal Greetings set up in Microsoft Word or Publisher will not be accepted.

### JOURNAL GREETING TEMPLATE

If you are unable to provide a full page Journal Greeting, you may submit copy, logo and/or photo for placement into a pre-designed Journal Greeting template.

**Image Requirements:** All logos and images should be final, hi-resolution (300dpi) CMYK files. TIF, JPG or EPS file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality. Copy should be set up in a Microsoft Word document.

### PLEASE SEND ALL MATERIALS TO:

Theresa M. Galido at [tm@theresamariadesign.com](mailto:tm@theresamariadesign.com) or Martine Denis at [mdenis@cff.org](mailto:mdenis@cff.org).

**Include "CFF Gala Journal Greeting" in the subject line and contact name/phone number in the email. Files must be under 8 MB.**

### PRODUCTION REMINDERS

- Please convert all RGB images and spot colors to CMYK.
- Ads created in an unacceptable format can not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. Cystic Fibrosis Foundation can not be responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, Cystic Fibrosis Foundation can not guarantee the reproduction of the ad.

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications, contact Theresa M. Galido at [tm@theresamariadesign.com](mailto:tm@theresamariadesign.com) or Martine Denis at 212-986-8783 or [mdenis@cff.org](mailto:mdenis@cff.org).



| Adding *tomorrows* every day.

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