

PARENT BUSINESS ADVERTISEMENTS & PARENT DEDICATION ADS TO THEIR STUDENTS

PLEASE READ ALL INFORMATION BELOW CAREFULLY BEFORE SUBMITTING AN AD!!!!

AD BASICS:

- A) **EARLIER THE BETTER! Ad submission is from NOW until our deadline of September 1 for all ads! The earlier you place your ad, the more likely our ad designers can work with you for any questions you may have concerning your ad!!!**
- B) If possible, please use Adobe Photoshop or Indesign to create your ad. If you do not have these programs, please do not be discouraged from placing an ad – please continue to read the instructions below as well as the ad submission options below.
- C) Please remember that all program ads are Black and White. Please try to submit your ad in Black & White as color ads do not translate well.
- D) Remember the saying, “garbage in, garbage out” if a photo is blurry, dark, or off center it will look worse, **not the same** when printed in the program.
- E) Simple is best! Nothing busy/detailed/crowded or in pencil or crayon. (See #4 below about downloaded graphics!!!!)
- F) All text should be typed.
- G) Size does matter ... please size your ad appropriately for the program format as follows:
 - Full page ad size - 9 1/2”h x 7 1/2”w**
 - Half page ad size - 4 5/8”h x 7 1/2”w**
 - Quarter page ad size - 3 5/8” w x 4 5/8”h OR 2 1/4”h x 7 1/2”w**

AD SUBMISSION OPTIONS:

- 1. **ALL SET TO GO AD:**
 - Please email the completed ad as a high resolution PDF or jpg to eahsmusic@gmail.com.
 - Next, please also submit a printed version of your ad to Renee Drago either at:
IMA; P O Box 3535, Easton, PA 18043-3535 or to Renee in person by calling: 610-258-3794. This is a necessity so our First Flags ad designer can compare your print version with the email version just in case the file sent by email became corrupt somehow.
- 2. **THE TRADITIONAL PAPER OPTION:**
 - Please provide a VERY Clean Crisp Clear Properly Sized printed ad in Black & White
 - Size it properly (see sizes of ads under letter G above)
 - Be careful what you submit and quality of the print (and paper) (see the above ‘garbage rule’) – does it have tiny lines or ‘dots’? Is it faded? Was your printer running out of ink? Is it straight? Did you squeeze in some hand text at the very edge of the paper?
- 3. **ALMOST ALL SET:**
 - Ads sent electronically to eahsmusic@gmail.com are best BUT.....
 - Word documents (.DOC) or documents created in Publisher do not work well for our ad designers**
 - If you MUST use word or publisher PLEASE also **make sure you also submit the printed version to** Renee Drago at: IMA; P O Box 3535, Easton, PA 18043-3535 or to Renee in person by calling: 610-258-3794.
- 4. **GIVE US THE PARTS BY E-MAIL AT: EAHSMUSIC@GMAIL.COM :**
 - Email us the ad components such as a HIGH QUALITY LARGE scan of the photo (s) you want to use in the ad (we can reduce the size)
 - Next, email a document with the ad text and SUGGESTED / PREFERRED layout. [Or give us the professional print of the photo – we will scan it & see that it gets back to you!!]
 - Small cute graphics downloaded from the internet in a WORD DOC often are very low resolution and actually become very difficult to work within the ad and will not print clearly. PLEASE send the photo or graphic by email in a SEPARATE stand alone file (jpg? Tif? Gif?etc- whatever is the original file format). We will insert the graphics in the ad for you.
 - Again it is helpful to submit a paper DRAFT version just so we can see what the ad should look like in the program.
- 5. **LAST OPTION -“give us what ya got”:**
 - If you have no clue what to do or how to do any of this, **that’s ok** we want your ad to look great for your student!
 - Tell us the size – give us a general idea of your thoughts – or more specific if you know what you want, and then give us some ideas/ photos/ graphics to select – give us some flexibility and options.
 - We will put the ad together for you. You will have an opportunity to see it before it prints to correct errors or typos and will be granted **one** option (only, please!) to make a design change on the ad if you don’t love it.

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