

**ADVERTISING for ASSET may be submitted in several formats:**

**1. As a native InDesign CS, Photoshop, or Quark file. We cannot work with ads created in Corel Draw or Microsoft Publisher.**

**2. As a high-resolution TIFF or JPEG file created in Photoshop to the printer's requirement, whether the ad is in CMYK color or black and white. "High-resolution" means a minimum of 300 dpi.**

**3. As a PDF file prepared for "press" (not "screen" or "print").**

**4. Ad Measurement:**

1. A full-page ad: 7.5"w x 10"h.
2. A full-page bleed: 8.75"w x 11.25"h with no copy or essential art extending within 3/4" of the border (that allows a 1/2" from the cut edge for a safety zone). Any elements inside the ad (text/art/photos) should be 3/8" in from the 8.5" x 11" margin
3. Half page horizontal 7.5"w x 4.75"h
4. Quarter-page 3.5"w x 4.75"h
5. Business card ad 3.5"w x 2"w or 3.5"h x 2"w

Since these ads are created directly for the advertiser by another source, ASSET can assume no responsibility for mistakes or typos. EACH AD MUST BE SUBMITTED WITH AN ADVERTISER APPROVED PROOF: LASER (for black and white ads) or COLOR PRINTOUT (for color ads) AT 100% SIZE, so we can make sure type and photos are placed correctly.

**We will continue to design and lay out ads at a nominal fee for any advertiser who requests the service. We will prepare the advertisements to our printer's requirements: all ads must be submitted electronically. In addition, advertisers can request an electronic copy of the ad for use in other publications (for a nominal fee to cover CD file creation and postage). Simply send a draft of what you want to say in the ad, and any photos and artwork to be scanned for use in the ad. Any background color request must be accompanied by a print sample of the color you want so we can match it as closely as possible to the printer's inks. You may submit ideas for the layout if you'd like, but that is not necessary. We will e-mail, fax or mail a draft of the ad for your approval prior to including it in the publication.**



Macintosh platform for electronic ads is preferred, but we can work with those created by PCs. Please submit ads as early as possible so we can communicate, if necessary, to work out any conversion issues.

**PHOTOS: The resolution of all photos must be the highest resolution, whether they are black and white or color. We prefer that color photos be formatted as 4-color in the CMYK format. Photos sent in RGB format will be converted to CMYK. Asset is not responsible for the change in appearance.**

**Photos used for the web are NOT the right resolution or format for use in print.**

**When taking pictures with your digital camera, be sure to set it at the highest resolution (which varies from camera to camera). We convert all pictures to a 300 dpi resolution for commercial printing. If your picture is not taken at the camera's highest resolution, it will be of poor quality when printed.**

**Ads and photos must be prepared and sent to ASSET electronically in one of two ways:**

- By e-mail, to rcavano@theprintedword.biz or nmdaasset@aol.com, or**
- On CD, sent to NMDA Asset, c/o Lynn Gattari, 6450 Dewey Road, Rome, NY 13440**

**The e-mail or CD file must also include copies of any photos, art, and fonts\* (for PC and Mac platforms) used in the document.**

**Electronic ads (that either we create for you, or that you submit), can be used in subsequent issues of Asset until you submit a new ad.**

**Because these files are often large, if you use compression software, we know Stuffit Deluxe works; we cannot guarantee that other compression software will be compatible with our systems, but will do our best to find a solution. When files are too large to send efficiently as e-mail attachments, we can provide a temporary online server for uploading, or you can copy all files to a CD and send by mail or courier.**

**Thank you for working with us to showcase your ads in the best possible way.**

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**\*Asset reserves the right to change fonts if necessary in an effort to be sure the publication is printed and delivered on time. There is no guarantee that we can use fonts that are supplied by advertisers, but be assured we will try our best to get them to work.**

**To reserve advertising space:  
Lynn Gattari - (315) 336-0154  
nmdaasset@aol.com**

**For print production support:  
Bobbie Cavano - (315) 339-4211  
rcavano@theprintedword.biz**