

**Important\*\*** To correctly format your designs, please thoroughly read the ad design requirements below. If you need further clarification on these technical points, or you need help with designing your ad, please contact **Patty at Home:** 941-360-8844 **Cell #:** 203-219-6428 or e-mail her at: [patopatty@yahoo.com](mailto:patopatty@yahoo.com).

### AD DESIGN REQUIREMENTS

All artwork should be sent in gray scale or black-and-white with the sole exception of national color ads.

Resolution should be 300 DPI and no lower.

Pictures of AMMA can be included only in satsang ads.

Camera-ready ads should be exactly the size of the program guide ad

<b>ACCEPTABLE FILES</b>	<b>We are unable to support ads sent in the following formats</b>
In-Design files	Corel Draw
Freehand	Microsoft documents
Photoshop EPS	JPGS
TIFF	PDF files that need to be re-sized
Illustrator files with type-in outlines	
EPS – no layers	
AI – no layers	
PDF – in exact size of ad with embedded fonts and print-quality resolution	