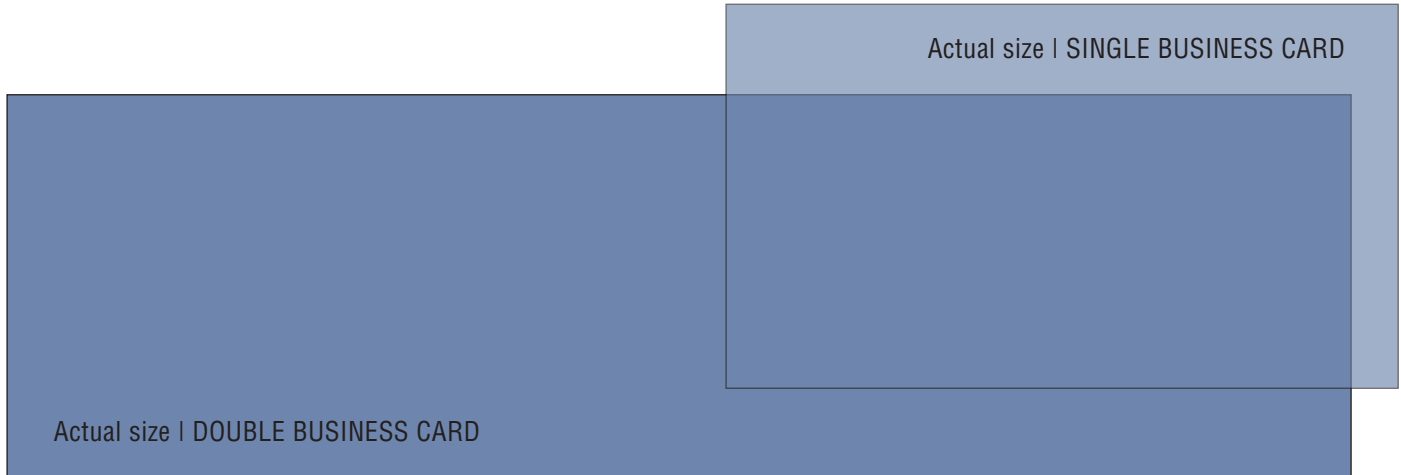


CP&DR Digital Ad Specs & Guideline

for newsletter

NEWSLETTER AD SIZES

	WIDTH		HEIGHT
• Single Business card horizontal	3.5"	x	2.0"
• Double Business card horizontal	7.0"	x	2.0"



GENERAL GUIDELINES | REQUIREMENTS

- Build the document to EXACT ad size [refer to ad sizes above].
- RGB Color. No CMYK, SPOT or PANTONE.
- 72 DPI minimum / 150 DPI maximum.
- Convert all fonts to outline.
- JPEGS or PDF Files ONLY.
- Ad file requiring intervention, the fee of \$150 per hour will be billed to advertiser.

DEADLINE

- 1st of the month issue >>>> due 15th of previous month.
- 15th of the month issue >>> due 1st of the same month.

DISCLAIMER

- Not responsible for advertisements not meeting the requirements and guidelines. Ads must be received by deadline. If deadline missed, the ad will appear in the next issue.

SUBMISSION

- Submit your digital ad file to: randersen@cp-dr.com.
- **Question(s)?** Please submit email to: randersen@cp-dr.com.



CP&DR Digital Ad Specs & Guideline

for website

WEBSITE AD SIZE

	HEIGHT		WIDTH
• Banner	60 pixels	x	468 pixels
• Wide Skyscraper	600 pixels	x	160 pixels
• Half-Height	300 pixels	x	160 pixels

“WIDE SKYSCRAPER” Actual size
160 pixel x 600 pixel @ 72 dpi
[2.222” x 8.333”]

“BANNER” Actual size | 60 pixel x 468 pixel @ 72 dpi [6.5” x .833”]

GENERAL GUIDELINES | REQUIREMENTS

- Build the document to EXACT ad size [refer to ad size above].
- INDEXED Color ONLY.
- 72 DPI ONLY.
- Convert all fonts to outline.
- GIF files ONLY.
- Ad file requiring intervention, the fee of \$150 per hour will be billed to advertiser.

“HALF-HEIGHT” Actual size
160 pixel x 300 pixel @ 72 dpi
[2.222” x 4.167”]

DEADLINE

- Please inquire with Robin Andersen for details: randersen@cp-dr.com.

DISCLAIMER

- Not responsible for advertisements not meeting the requirements and guidelines. Ads must be received by deadline.

SUBMISSION

- Submit your banner digital ad file to: randersen@cp-dr.com.
- **Question(s)?** Please submit email to: randersen@cp-dr.com.

