



Ad Specs Sheet – Submission Requirements 2023

Thank you for sponsoring the Inaugural Annual Sports Lunch!

The Bay Area Council, Boy Scouts of America will compile a magazine-style Sports Lunch Program to recognize sponsors. We want your advertisement to look terrific. Please help us accomplish this by reviewing the information below and providing high resolution files that display clearly.

Deadline – **October 2, 2023**

- **Submit your ad and company logo digital files as soon as possible and no later than **October 2, 2023**.**
- Ads received late might not be included in the Sports Lunch Program due to space and print turnaround time.

Logo - digital file for display

- Advertisers must submit a CMYK color, high resolution logo (.ai, .pdf, .eps, vector image) saved at 300 dpi or more.

Ad - acceptable file format

- CMYK color build in high resolution (at least 300 dpi), saved as a .pdf file. (If the file is not created and saved at 300 dpi, the ad might be rejected.)
- Compression parameters – Press Quality or Press Quality Print
- Full-page ads must include 1/8" bleed.

Ad dimensions

- Full-page ad dimensions: 8.5" W x 11" H, with 1/8" bleed on all sides.
- Half-page ad dimensions: 7.75" W x 4.75" H. Do not include bleed.
- Quarter page ad dimensions: Logo only.

Type of software to use

- Ads should be created with a desktop graphic application such as Adobe InDesign, Photoshop, Illustrator, Quark, etc. and saved as a 300 dpi pdf.
- Software such as Microsoft Word will create a poor-quality printed ad. Please do not use.

How to submit your ad

- Email your file to sonya.harvey@scouting.org

Information about print vs. web/digital images

Many times, people don't know the difference between a good image for web or digital use and one that works for print. Anything pulled directly off the web is almost always too small to be used in print. That includes photographs and logos.

Files set up for web use are either jpgs or png files. Both of those are "raster" images in which the edges of items in the photo or in a logo are pixelated or fuzzy. Most files used on the web are a resolution of 72 dpi. In comparison, files used for print are 300 dpi.

A photograph that is a 300 dpi jpg is appropriate for print. Optimum logos should be "vector" files, created in a software program such as Adobe Illustrator. A vector image has sharp edges throughout and can be blown up to the size of a barn. They should be saved as pdf or eps files.

Bay Area Council, Boy Scouts of America

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