



Heartland Renewable Energy Society Sustainable Homes Tour and Energy Fair Advertising Specs for Ad Submission

Ad Submission:

Ads must be submitted **and received** by September 22.

Submit ads via email to **Craig@Hathmore.com** or on CD to:

Craig Wolfe, Hathmore Technologies, 14220 E 42nd Street S, Independence, MO 64055.

Ad sizes:

Full page is 4 ½ x 7 ½ inches

Half page is 4 ½ x 3 ½ inches

Quarter page is 4 ½ x 1 ¾ inches

Ad Technical Information:

Note that the Program is being produced from a Windows XP operating system.

All fonts must be converted to outlines.

Digital files preferred in the following formats:

- Tour Programs will be printed in one color: black
- Photoshop (version CS2 or LOWER - text converted to outlines)
- Illustrator (version CS2 or LOWER - text converted to outlines)
- Acrobat PDF
- EPS (for PC, no compression at 300 ppi resolution - text converted to outlines)
- TIFF (for PC, no compression at 300 ppi resolution - text converted to outlines)
- JPEG (highest quality, at 300 ppi resolution)
- **Microsoft Word and Publisher documents are NOT acceptable**