

RCD Advertising Specifications

Ad Sizes

- **Back Cover Color** - 5" wide × 8" high
- **Inside Front Cover Color** - 4.5" wide × 7.6" high
- **Inside Back Cover Color** - 4.5" wide × 7.6" high
- **Full Page Interior Color** - 4.5" wide × 7.6" high
- **Full Page B&W** - 4.5" wide × 7.6" high
- **Half Page B&W** - 4.5" wide × 3.75" high
- **Quarter Page B&W** - 4.5" wide × 1.8" high

Document Setup

- **Size** - Ads need to be created and saved to the exact size. See chart above. Ads do not bleed. Downloadable templates are available at:
http://therainbowchorale.org/wp-content/uploads/2017/04/RCD_Ad_Templates.zip
- **Color Mode** - All ads should be supplied in either **CMYK** - Cyan, Magenta, Yellow, Black (K) for color ads or **Grayscale** (black and white) for black & white ads (B&W). Never save in RGB mode. PMS and spot colors should not be used.
- **Artwork Resolution** - Recommended resolution is **300 dpi** (especially for logos) Images taken from web sites often use a much lower resolution (72 dpi) and do not print clearly.

Submitting Your Ad

- **Recommended File Type** - Print-ready Portable Document Format (PDF)
- **Upload** - Files can be uploaded at: <http://www.therainbowchorale.org/rcd-ads>
- **Email** - Files can be emailed to ads@therainbowchorale.org
- **Cloud** - Files can be sent via Dropbox, Google Docs, or other cloud platform
- **Old School** - Feel free to give us a printed ad or flyer, CD, a doodle on a napkin, or even smoke signals. Whatever works for you.

Free Graphic Design Services

For your convenience, we offer free graphic design services at no extra charge

Contact: ads@therainbowchorale.org for any assistance.

Disclaimer

Ads and Artwork not meeting our specifications may need to be reformatted.