

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 for Adobe Photoshop (or graphic programs that can open Photoshop files) 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 Types** – PDF, PNG, JPEG
- **Upload** - Files can be uploaded at: <http://www.therainbowchorale.org/rcd-ads>
- **Email** - Files can be emailed to ads@therainbowchorale.org

Disclaimer

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