# *2017 Ad Dimensions*

Full Page Bleed  8.5 x 11.125                Double Truck with Bleeds 16.75" x 11.125"
Full Page with Margins  7.25 x 9.875      Double Truck with Margins 15.5" x 9.875"

Two-Thirds Vertical
with margins

4.75  x  9.875

Two-Thirds
Horizontal
with margins

7.25  x  6.5

Half Page Vertical
with margins

3.5  x  9.875

Half Page Horizontal
with margins

7.25  x  4.8225

with margins

3.5  x  2.2675

with margins

3.5  x  4.8225

Quarter Page Horizontal
with margins

7.25  x  2.2675
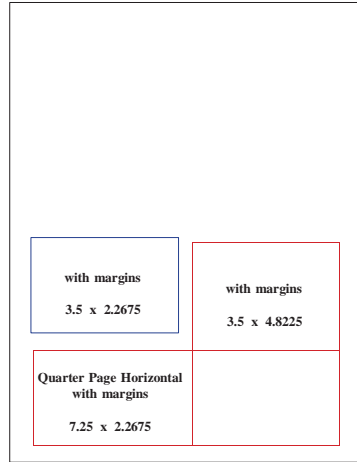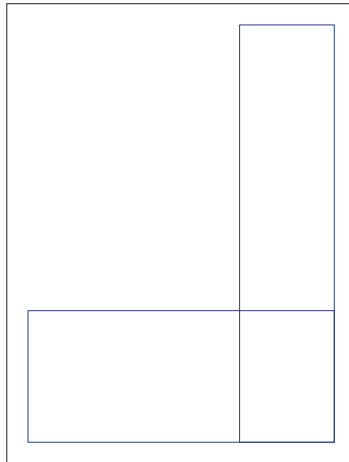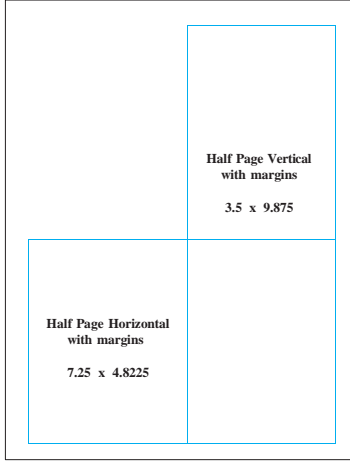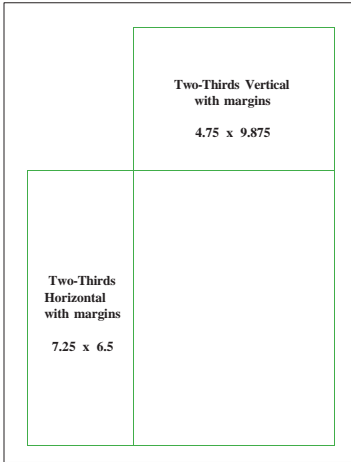
# *Sending Files to the GO! Conference for publication*

Software we recommend when creating your layout:  InDesign, Photoshop and Illustrator

Formats we recommend when saving your files:
.pdf, .tif, .jpg, and .eps @ 300 dpi minimum

**Do not use "Word" processing programs to create your ads.**
(All images placed in WORD must be sent separately).

**VERY IMPORTANT!**
When sending a layout, please remember to include all the necessary files, i.e. images, artwork, etc.

**ART/COLOR**
*Color:* CMYK is the color mode used the printing industry. There are two major color modes: CMYK (Cyan, Magenta, Yellow, and Black) and RGB (Red, Green, and Blue). CMYK is standard for four- color process printing. Most scanners and digital cameras capture information in the RGB mode. These images need to be converted to

CMYK in a Raster-based program such as Photoshop. RGB images cannot be used; this includes RGB Black. It is best if you do the color conversion, but if you cannot and would like the Bayou Catholic to convert the color image from RGB to CMYK for you, it must be sent independently from the ad and not embedded in an ad file.
*Grayscale:* We can convert color photos into black and white.
Your image must be sent independently from the ad and not embedded in an ad file.
**DPI:** *Photos:* Must be a minimum 300 dpi at the final size to be used in your ad and sent as a tif or jpg. **Line art:** Should be saved as a pdf or eps with a minimum 300 dpi and no background. If saving
as a jpg or tif the art should be at least 600 dpi and no smaller than the final size it will appear in your ad.

**For Best Printing Results:**
DO start with good quality artwork and photos. DO send complete information
DO convert all elements to CMYK DO call and ask questions.