



ADVERTISING GUIDELINES

The following ad sizes are available. If you need help determining what size or format is the most appropriate, or if layout assistance is needed, contact Whitney Edwards Design at 410-822-8335 to discuss your options. Deadline for submitting artwork is **August 15, 2009**.

AD TYPE	AD SIZE WIDTH X HEIGHT (NO BLEED)	AD SIZE WIDTH X HEIGHT (WITH BLEED)	COST
Full Page	7½ x 10	8¾ x 11¼ bleed size 8 x 10½ live area	\$1000
Half Page	7½ x 4½	n/a	\$ 500
Quarter Page	3⅝ x 4½	n/a	\$ 350

MECHANICAL SPECIFICATIONS

- We accept a hi-res PDF (photos at least 300 ppi) with all fonts outlined and CMYK images embedded (no RGB images allowed!)
- Artwork can be supplied on a CD or emailed. All artwork must be accompanied by a matchprint color proof, whether supplied on CD or emailed.

OTHER ACCEPTABLE FORMATS:

- We accept files created in Adobe InDesign, Adobe Illustrator, Adobe Photoshop CS3/lower and QuarkXPress 6.1/lower.
- MAC compatible files only. No PC files will be accepted.
- Please include all fonts and images as EPS, TIF or JPEG set at 100%.
- All colors should be converted to CMYK (no RGB!)
- Bleed ads are extended ⅛" beyond document page (see "bleed size" above).
- E-mailable files can be sent to debbie@wedesign.com
- Mail artwork on CD and matchprint color proofs to:

St. Michaels Concours d'Elegance
 c/o Whitney Edwards Design
 PO Box 3000
 Easton, MD 21601
 410-822-8335