

DESIGN TIPS

1. All text should be 7 pt. or larger.
2. For white text on dark backgrounds, text should be 9 pt. or larger.
3. Avoid using images downloaded from the web as these are low resolution and will reproduce poorly.
4. Convert all photos to CMYK (not RGB or spot).

FILE CREATION SPECS

1. See sizes on right. No bleeds.
2. File type: "High Quality" or "Press Quality" PDFs are preferred; CMYK JPGs are acceptable.
3. Adobe Acrobat PDF file in CMYK color: Files created in software using layers must be flattened before writing to PDF. File resolution should be optimized to 300 dpi.
4. The color space of the PDF must be CMYK (otherwise certain colors may be rendered incorrectly).
5. Resolution: minimum 200 dpi, max 300 dpi.
6. Materials not provided to specifications may have unintended reproduction effects.
7. ALL COLOR ADS: Must be sent as a CMYK mix (not RGB or spot).
8. B&W ADS: Make sure ALL images are grayscale, (not CMYK or RGB). All text should be 100% black.
9. EMBED ALL FONTS.
10. Microsoft Word documents are not acceptable. Please save as PDF for print.

TROUBLESHOOTING AND RECOMMENDATIONS

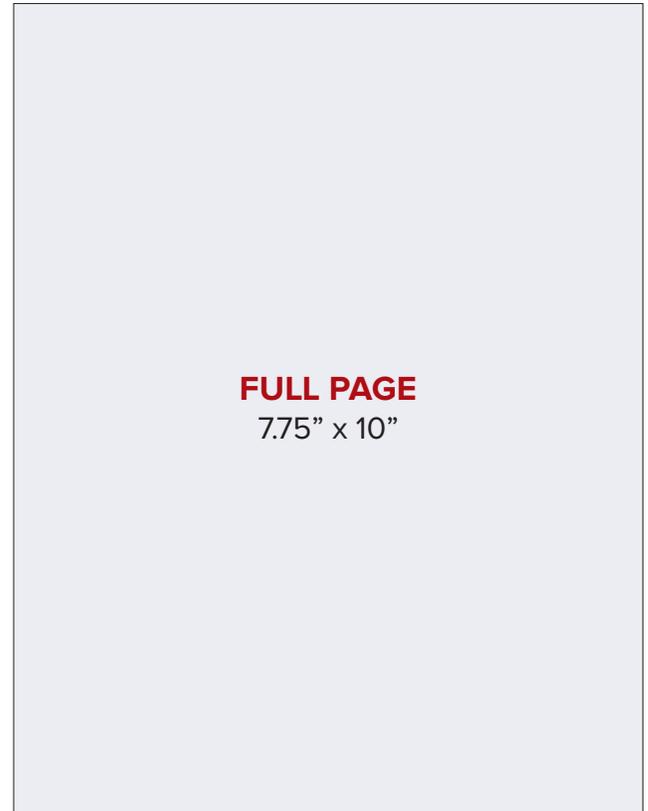
1. Avoid the use of clipping masks, drop shadows and other effects. These don't flatten properly and may cause the ad to display unintended artifacts.
2. Objects with transparency need to be flattened (high resolution for best quality).
3. Overprints have been known to cause problems. Make sure these are turned off.
4. Keep complex vector shapes to a minimum.

SUBMITTING ARTWORK

We will gladly accept your camera-ready ad via email.

1. Ad files must be **10MB** or less.
2. Please email ads to [email address](#).
3. Identify your ad in the subject line of your email: (Company or Name / Good Scout Program Ad)

All sizes listed width x height



All sizes listed width x height

