

The following guidelines can be used to assist you in preparing text and graphics for your 2018-2019 HFMA HealthCents Newsletter Ad. All ads can be in color.

Recommended List Preparation for TEXT Files

DO:

- Create your text file in any version of Microsoft Word.
- Select Times New Roman as your default font.
- Highlight text or format words that you want to appear as **BOLD**, *Italic* or Underline.
- Select line breaks and page breaks
- Select the appropriate font size – (body) 10 pt – (heading)12 pt
- Save your text file in Word as (.doc) or (.txt)

DON'T:

- Auto format or select any formatting style
- Select or insert Wingdings or Dingbat style fonts
- Create columns
- Number your pages
- Use tabs to position text

Recommended List Preparation for GRAPHIC Files

DO:

- Provide Ads on specified sizes (quarter, half or full page)-*see attached style guide*
- Save graphics as PDF, EPS or Tiff file format.
- Photos: resolution needs to be 300 dpi for best results

DON'T:

- Don't save any graphics in a Word (.doc) or (.txt) file.

Ad Submissions Notes

Preference

1st
2nd
3rd
4th

File Type

Illustrator EPS
PDF
Photoshop Tiff or EPS
All

Quick Comment

Select all text as "Create outline to fonts"
Choose "Press Optimized" Setting
Create as 300 dpi Grayscale
Print Optimization



2018-2019 Style Guide for Ad Space

Quarter Page Ad: 2" x 3-1/2"

Full Page Ad: 4-1/4" x 7"

Half Page Ad: 4-1/4" x 3-1/2"