



OAK RIDGE HIGH SCHOOL

2016 Football Program / Cheer

CHEER Fundraiser Advertising Specifications

| DISPLAY AD SIZE | WIDTH (IN.) | HEIGHT (IN.) |
|---|-------------|--------------|
| Full Page (Full Bleed) | 8.625" | 11.125" |
| (Live Area) | 7.5" | 10.0" |
| Half Page Horizontal | 7.5" | 5.0" |
| Half Page Vertical | 3.75" | 10.0" |
| Quarter Page | 3.5" | 4.25" |
| Business Card <small>(horizontal format only)</small> | 3.5" | 2.0" |

IMPORTANT INFORMATION

PREFERRED FILE FORMAT

- Press-Ready Adobe PDF

ACCEPTABLE FILE FORMATS

DESIGN FEES MAY APPLY!

- Adobe Illustrator files (AI and EPS)
- TIFF or JPG

DESIGN FEES WILL BE CHARGED FOR ANY

- Microsoft Publisher files
- Microsoft Word files

FILES MUST MEET THE ALL OF THE FOLLOWING GUIDELINES

- ALL fonts outlined or embedded
- Images embedded
- Artwork NOT flattened
- CMYK Only - No spot colors or RGB
- All images 300 dpi at final advertisement size

SEND ARTWORK TO

dsanford@eduhds.k12.ca.us

PLEASE NOTE

All artwork will be reviewed. If not prepared to specifications, design fees will apply.

If you have questions, please email address noted above.

