



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 31, 2011**.

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 300 dpi) with all fonts outlined and CMYK images embedded.
- Artwork can be supplied on a CD or FTP'd to:
<http://dropbox.yousendit.com/WhitneyEdwardsDropBox>
If color is critical, please send a hardcopy color proof.

OTHER ACCEPTABLE FORMATS:

- We accept files created in Adobe InDesign, Adobe Illustrator, Adobe Photoshop CS5/lower.
- files compatible with MAC & PC.
- 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 1/8" beyond document page (see "bleed size" above).
- Files under 3mg can be sent to charlene@wedesign.com
- Mail artwork on CD and color proofs to:

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