



# PHATS/SPHEM DIRECTORY ADVERTISING SPECIFICATIONS

## ARTWORK SPECIFICATIONS

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### Directory Logos

Logos must be high-resolution (at least 300 dpi). Preferred file formats are Illustrator .AI, .EPS, or PDF files. Also acceptable are TIFS or .JPG. All type should be outlined or converted to paths. Any images in the logo must be embedded. All logos are displayed in black and white. If you have a specific version of your logo for black and white use, please include that.

## ADVERTISING & SUPPLIER LISTING SPECIFICATIONS

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### Display Ads

#### CARDSTOCK OR DIVIDER PAGE ADS

Size 3.75 x 6.25  
Bleed None  
Color CMYK

#### COVER ADS

Size 5 x 7  
Safe Area 4.5 x 6.5 – *please allow a bit more space without copy on whichever side of your ad the spiral coil sits*  
Bleed 5.25 x 7.25  
Color CMYK

Acceptable file formats: .PDF, .AI, .EPS, .JPG  
Image Resolution: 300 DPI or higher  
Fonts: Outlined or converted to paths

### Supplier Listings

Supplier listings are in black and white and can be purchased as 1/3, 2/3 and full pages. The average 1/3 page listing will hold 3-4 contacts. A listing consists of your logo, company contact information and individual contacts.

View samples of Display Ads & Supplier Listings at <https://www.phats-sphem.com/advertise>

## Contact Information

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All artwork for the Directory should be e-mailed to [jshepherddesign@cox.net](mailto:jshepherddesign@cox.net). Please contact Jill Shepherd at [jshepherddesign@cox.net](mailto:jshepherddesign@cox.net) or at (623) 326-0383 should you have further questions about ad files/specs.