

# SPECS FOR ADS DESIGNED BY GOOD TIMES

If Good Times will be producing your ads, please provide the following:

## PHOTOS

High Resolution: 300 dpi JPEG preferred. Send photos at the original size of the shot (if you send an image that is smaller than it will appear in the ad, we can't enlarge it without losing quality).

We also cannot guarantee the quality of the resolution or the color for any other file type, such as PNG or TIFF.

Note that digital photos must be in CMYK (color profile) in order to print them onto good old-fashioned paper. If they are not saved in CMYK, we will convert them and in that process, subtle changes to color may occur.

RGB is for web-based images and cannot be printed without significant color changes possibly occurring.



RGB PNG image 3" x 1.75" at 72dpi



CMYK JPEG image 3" x 1.75" at 300dpi



## LOGOS/GRAPHICS

(images that are not photos)

Vector based files: .ai and .eps files in CMYK  
If vector files are not available, please send a high resolution JPEG (300 dpi)



JPEG image at 72 dpi



EPS Vector



## FONTS

If you have a specific font you would like to use for your ad, please send the font file or at least the font name.

## COPY

All text must be edited – with correct spelling and grammar – before the design process begins. Our designers do not specialize in copywriting and cannot assist with ad copy.

## A NOTE ABOUT PDF FILES

We cannot extract elements from PDF files of ads, flyers, postcards, etc. If you'd like to send a PDF to give us an idea of your preferred design, please do, but also include the separate components in the formats outlined above.