

The SunDial

ADVERTISEMENT TECHNICAL REQUIREMENTS

Standard Ad Print Sizes:

Full page: 7.5" wide x 10" high

Half page: 7.5" wide x 4.75" high

Quarter page: 3.5" wide x 4.75" high

Business card: 3.5" x 2" (horizontal or vertical)

Ads not conforming to standard sizes may be reduced in size somewhat due to layout considerations.

File Requirements:

Minimum 300 dpi digital file. (Example: minimum of 2,250 pixels wide x 1,425 pixels high for half-page ad.)

Accepted file formats:

- PDF (embed all fonts)
- TIF
- JPG (lossless, or 1% compression / 99% quality standard format)

Call or email for acceptability of other file formats.

We recommend you also send a simpler banner web ad as a progressive JPG or interlaced GIF, width 190 pixels, height no more than 360 pixels, for placement with hyperlink on our website SunDial download page. If you don't send a separate banner ad, we'll format something from your print ad.

File Transmission:

by FTP: Host: <ftp.sffb.com> User ID: [sffbco_upload](#) Password: [beach1](#)

by email: (10 MB file or less only): sundial@sffb.com

by mail: CD-R (*Please format for Windows and call or email for mailing address before sending*)

Contact Information:

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