

The Electrical Association of Philadelphia

2022 Membership Directory

Advertising Guidelines – Ads Due April 29, 2022



To ensure a high-quality reproduction of your ad, please email all files using the following specifications for your ad placement. Advertisements are in black and white unless otherwise noted. Color advertisements should be submitted as a cmyk color ad.

Preferred File Format in order of preference:

- Press Ready PDF files with all fonts embedded with a copy of the ad included.
- MAC native files with all fonts and links included, to size, with a copy of the ad included.
- PC based files must be converted to Press Ready PDF files with all fonts embedded with a copy of the ad included.
- Most business cards can be accepted; however, we do recommend black and white artwork for better quality in the finished ad. Multi-color cards will reproduce in grey scale and may present production issues.

Graphics: Please include a copy of each graphic with your project. To get quality results from your graphic files, please make sure all graphics are at least 300* dpi at the size that they are intended to be printed. PS and TIF files are preferred. Please convert text in EPS files to outlines. Acrobat PDF files with all fonts and graphics embedded with Distiller options set for press at 300 dpi are also acceptable. Note that graphics pulled from or intended for the Internet (GIFs) are low resolution and do not reproduce well when printed.

** line art needs to be scanned at a much higher resolution than color or grayscale to prevent jagged edges.*

Fonts: All fonts used in your document must be included with your files. Even common and classic fonts can vary from vendor to vendor and there are differences between True Type and Type 1. Send both screen fonts and printer fonts for Postscript fonts (Type 1 fonts). Also send fonts that are used in EPS files.

Sizes:

- **Business Card** ads may be portrait or landscape: 3 ½" w x 2" h black and white - no bleed
- **Quarter Page Ads** must be portrait: 3 3/8" w x 4 ½" h - black and white - no bleed
- **Half Page Ads** must be landscape: 7" w x 4 ½" h - black and white - no bleed
- **Full Page Ads** must be portrait: 8 ½" w x 11" h plus 1/8" bleed all around, **full color**. Keep text within 1" from both sides
- **Inside, Back, and Front Cover Ads** must be portrait 8 ½" x 11" plus 1/8" bleed all around, **full color**. Keep text within 1" from both sides

File Submission:

Ads may be purchased/reserved online [here](#). You may use last year's ad. **All ads are due by COB Friday, April 29, 2022.** Ads not meeting the required page set up may be reduced in size to fit your requested ad size format.

Hard Copies Submissions:

Electronic submissions are **strongly encouraged** to ensure a high-quality production; however, we understand this may not be feasible. If you wish to submit a hard copy ad, please note:

- We are **unable** to accept faxes or material that has been photocopied.
- We can accept business cards that can be easily scanned.
- **DO NOT STAPLE OR FOLD YOUR MATERIALS.**

The Electrical Association of Philadelphia
P. O. Box 1947, Blue Bell, PA 19422
P: (610) 825-1600 | E: electric@eap.org | W: www.eap.org