



**Charles County Government**

## **Ad and Artwork Specifications for the 20th Anniversary Gala Honoring Women Trailblazers**

**The best print quality comes from  
the best quality original art.**

**Shown here are some recommendations  
and files we accept.**

For the best results, your art should have a resolution of at least 300 DPI. If your resolution is lower than this, the image quality may suffer.

Submit your files in CMYK color mode for the best results. If you submit your files in RGB or any other color standard, they will be converted to CMYK during preflight. Because only half of the colors in the RGB standard can be exactly matched in CMYK, conversion will cause the colors to shift.

*See side 2 for ad sizes.*

### **QUESTIONS?**

Please call Tina Kozloski, Media Specialist, at 301-885-2769 or by email to [KozloskT@CharlesCountyMD.gov](mailto:KozloskT@CharlesCountyMD.gov).

### **File Types**

We accept the following CMYK file formats:

- PRESS-READY PDF
- EPS or AI (Illustrator/Vectored Artwork)
- PSD (Photoshop - do not flatten layers)
- JPEG

Please make sure your files are at least 300 dpi, with no bleeds. All files should be in CMYK format. Bitmap images are not acceptable.

### **Additional Information**

**Photoshop** files – Leave file in layers. 300 dpi at full output size is the minimum resolution for best quality results at full size.

**Illustrator** files – convert all fonts to paths (create outlines). All placed and imported images must be in CMYK format. Full output size. Vector files are not resolution dependent unless they contain embedded bitmaps.

CHARLES COUNTY COMMISSION FOR WOMEN  
20<sup>th</sup> ANNIVERSARY

*Gala*  
HONORING WOMEN TRAILBLAZERS  
**AD SPECIFICATIONS**

**Full Page Ad**

**4.75" x 7.625"**

**Half Page Ad**

**4.75" x 3.75"**

**Quarter  
Page Ad**

**2.25" x 3.75"**