

# ST. JOSEPH SCHOOL ADVERTISING GUIDELINES

## PROVIDING A DIGITAL FILE

REPRODUCTIONS ARE BEST WHEN THE IMAGE HAS A WHITE BACKGROUND WITH BLACK GRAPHICS AND TYPE.

AVOID HIGH CONTRAST AND GRAYS OR SCREENS.

USE CRISP CLEAN GRAPHICS & TYPE. AVOID PHOTOGRAPHS.

CROP IMAGE TO THE ACTUAL SIZE (ELIMINATE ANY UNWANTED INFORMATION)

SAVE AT 100% SIZE @ AT LEAST 200 DPI/RESOLUTION WITH AT LEAST A .25" MARGIN/ON ALL SIDES

**FRIDAY CATALOG SIZE 8.5 X 11(TALL)**

**SATURDAY CATALOG SIZE: 5.5 X 8.5 (TALL)**

FILES MUST BE SAVED AS TIFF, EPS, JPEG, OR PDF

## PROVIDING A HARDCOPY PRINT

REPRODUCTIONS ARE BEST WHEN THE IMAGE HAS A WHITE BACKGROUND WITH BLACK GRAPHICS AND TYPE.

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CROP IMAGE TO THE ACTUAL SIZE WITH AT LEAST A .25" MARGIN/ON ALL SIDES. (ELIMINATE ANY UNWANTED INFORMATION)

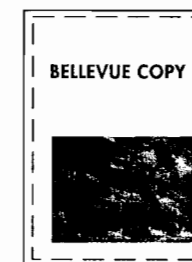
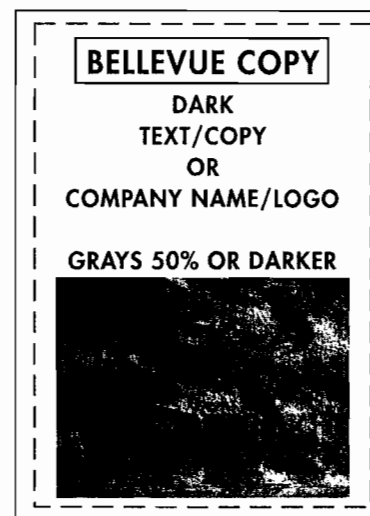
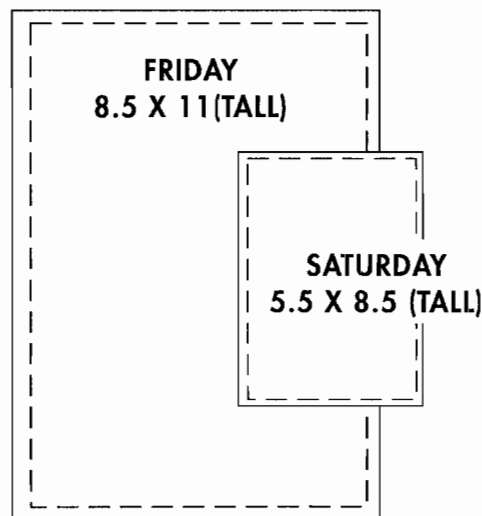
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**SATURDAY CATALOG SIZE: 5.5 X 8.5 (TALL)**

PROVIDE CAMERA - READY (CLEAN AND WITH OUT DIRTY MARKS) FLAT IN A PROTECTIVE ENVELOPE OR COVER.

### EXAMPLES - DIGITAL FILE & HARDCOPY PRINT GOOD DESIGN FOR REPRODUCING/COPYING

CATALOG SIZES



GOOD DESIGNS  
SIZED TO FIT