



## Journal Advertising Specifications

Thank you for sponsoring Pulse Check with the purchase of a Journal Ad. Please note all ads must be received by our graphic designer by 8/22/17. Failure to meet this deadline may result in your ad being omitted from the Journal. There is no refund for Journal Ads.

This year's Journal ads will be produced in full color. For that reason, we ask that those submitting ads please take the time to read and understand the submission requirements. If at any time you have a question regarding the submission of your ad, you may phone our graphic design team directly: Grey Goose Graphics, LLC – (607)743-3509 from 8am until 3pm Monday-Friday.

**If you are doing the design work yourself**, ads should be submitted using a CMYK color profile using at 300dpi resolution.

Please note the following sizes:

Size	With Bleeds	Without Bleeds
Full Page / Cover	8.75" w x 11.25" h	8.5" w x 11" h
Half Page	8.75" w x 5.75" w	8.5" w x 5.5" w
Quarter Page	n/a	4" w x 5" h
Business Card	n/a	3.5" w x 2" h

**If you would like to have your ad built by the graphic design team**, please submit the following information:

- Copy Ready Text
- High Resolution (300dpi) Graphics or Photos. All graphics or images should be submitted as large as possible up to 8.5" w x 11" h
- Any specific direction you wish to have considered with your ad, design or layout.

**When your materials are ready to submit**, you can submit them in one of the following ways.

- 1.) You may email items to [news@nysvara.org](mailto:news@nysvara.org)
- 2.) You may submit via dropbox or other cloud service by sending the link to [news@nysvara.org](mailto:news@nysvara.org)

**You may submit the following file formats:** AI, EPS, PDF, JPG, PNG, DOC, DOCX

If your format is not listed, please contact Grey Goose Graphics before sending.

Should you need to mail items they may be sent to:

New York State Volunteer Ambulance & Rescue Association, Inc.  
518 Hooper Road # 278, Endwell, New York 13760

**It is important to note that all ads should be sent in a digital format.** Any ads which are sent on paper which require scanning will be printed in a lower resolution and have a noticeable difference in quality when the journal is printed.