

**CAMERA-READY TIPS (rev 10/09):**

1. Both color and black & white ads are acceptable, but all will be printed in black & white. Most colors can be scanned without a problem.
2. Electronic files in .pdf format are preferred, if created with a resolution of 300. Internet ads have a resolution of only 72, and are not suitable for printing. Please email the .pdf as an attachment.
3. Hard copy ads must be clean, without paperclip marks, folds, or staples. Protect artwork by using an envelope or folder with cardboard.
4. Original business cards are fine. Slightly larger copy that is in correct proportion to a business card will be scanned to the correct size for a 1/8 size ad. Business cards are not acceptable for an ad size larger than a business card sized ad.
5. Photocopies of a business card or prior ad are not sharp enough to be used.
6. If you have run an ad in a Soli program before, do not assume the original is still available to be used again. When in doubt, turn in another card or ad sheet.
7. Ad sizes: business card– 3.5” wide x 2” high ¼ page – 3.5” wide x 4.75” high ½ page – 7.5” wide x 4.75” high full page – 7.5” wide x 10” high
8. If you have questions about artwork format, please contact the Soli Web Site at [Solideogloriacs@hotmail.com](mailto:Solideogloriacs@hotmail.com)