



# Graphic Guidelines

## Image Quality

All artwork submitted must have a resolution of at least 300 dpi. Artwork should be in grayscale mode. Any artwork in color will be converted to grayscale.

## File Formats

Preferred file formats include:

- Adobe (.pdf)
- Illustrator (.eps, .ai)
- Photoshop (.psd)

Acceptable file formats include:

- .jpeg
- .tif
- .bmp

Unfortunately, we cannot accept Word documents, Publisher files, CorelDraw files, Print Shop files, Printmaster files, or any formats not listed above. Some of these programs have options to save or export as jpeg. Refer to the program's help section or contact the Art Department at Creative School Zone and we will be happy to help you.

## Ad Sizes

Full Front - 8.25"W x 4.75"H

Half Front - 4.00"W x 4.75"H

Flap - 7.75"W x 2.00"H

Full Back - 8.25"W x 10.50"H

2/3 Back - 8.25"W x 7.00"H

1/3 Back - 8.25"W x 3.50"H

1/6 Back - 4.00"W x 3.50"H

School Cover - 8.25"W x 6.00"H

## Where to Send Artwork

Email - [art@creativeschoolzone.com](mailto:art@creativeschoolzone.com)

Mail (Hard copy or CD only) - Creative School Zone, 319 Clay Morgan Road,  
East Prairie, MO 63845

Fax - Only clear, legible text is accepted by fax. Artwork sent by fax will not be 300 dpi and should be faxed for viewing purposes only.

**For further questions, feel free to call us at 573.649.9500, or email [art@creativeschoolzone.com](mailto:art@creativeschoolzone.com).**