Hoboken Family Alliance Ad Specs

Send files to: Steve Walkowiak, swalk@hobokenfamily.com

If you cannot supply digital art, speak with Steve about scanning artwork or creating an ad from scratch.

Newsletter Ad:

- The ad should be about the size of an average business card, which is 3 1/2 x 2 inches. This is approximately the size that it will be printed, so be sure to make all type readable. The most common digital formats that we accept are TIFF, EPS, PDF or JPEG.
- The art should be black and white only (no color). If there are any tones other than pure Black, it is recommended that the art be converted to a halftone pattern (dot screen). Otherwise, the reproduction will be not be as clear. If you don't have the capacity to convert it, we can help.
- If you are scanning artwork yourself, bitmap images (TIFF or JPEG) should be scanned in grayscale from 600 minimum to 1200 dpi maximum at 100% size for best reproduction.
- Vector Art (EPS, PDF) can be supplied in Illustrator, In Design, or Photoshop. We will also accept other formats if necessary, like Quark, Word etc. but we cannot guarantee that they will work. If you are submitting vector art, please include any special fonts that you might be using.
- When emailing files, it is recommended that it be compressed using Zip or Stuffit.

Website Ad:

- The art for the website can be color and must be done as a bitmap image, 252 pixels wide by 144 pixels high (at 72 dpi).
- Format can be JPEG or GIF.
- The type that is readable in the newsletter ad is often too small for the web ad. We can create the web ad based on the newsletter ad, but be aware that it will not look exactly the same, or be able to include all the same information (because of size). If you wish to control the look of the ad, it is recommended that you create it yourself. (This can be difficult without web design experience).
- Include a URL for the Web site or page you would like your ad to link to.

Newsletter Insert Flyer:

- Can be color *or* black and white. Standard letter size (8 1/2 x 11) and standard weight (no card stock).
- All copies are supplied by the advertiser and delivered to our printer, Terminal Printing at 94 River Street.
- Quantity is based on our circulation at any given time, usually around 400.