



# Allen Eagle Touchdown Club Camera Ready / Digital Artwork Guidelines for Football Program

**\*\*Deadline for 2008 Program is Friday, June 20, 2008\*\***

## Accepted Digital Art Formats

A **HARD-COPY** version of your ad **MUST ACCOMPANY** your digital art submission.

We accept ads created in the following applications.

- QuarkXpress (Mac format)
- Adobe InDesign
- Photoshop (EPS, TIF, JPG, BMP, PSD, PDF)
- Illustrator
- FreeHand
- Adobe Acrobat (PDF)

Ads created in other programs must be submitted as a high-resolution PDF or as camera-ready art suitable for scanning/digital imaging. The following are minimum resolution requirements:

- Any scanned grayscale or color image must have a minimum 300 ppi resolution at 100 percent of image size
- Any line art image must have a minimum of 1200 ppi resolution at 100 percent of image size
- Adobe Acrobat Reader files (PDF) with screen lpi > 300 for all images appearing in the file

## Non-Acceptable Formats – \*\*\*\* THESE WILL NOT BE ACCEPTED\*\*\*\*

- Microsoft Word
- Publisher
- PowerPoint
- Excel

Please note: You may be able to resave files created by these applications into an accepted format. Refer to your application manual for ways to export or resave into an accepted digital format. Converted digital art files must meet minimum resolution requirements as stated above.

## Digital Photos / Scanned Photos and Images

- Only HIGH-RESOLUTION digital photography is accepted
- Low-resolution digital photographs (72 ppi at 100% of final image size) will be rejected
- All half-tone scans should be made at 100% of size at a scanning resolution of 300 pixels per inch
- Scanned half-tones should be saved in standard TIFF or high-resolution JPG format

## Fonts and Images

- Be sure to include all fonts (printer and screen) used to create the ad
- Be sure to include digital files of any images / scans / graphics used to create the ad

## Submission

- Email (preferred). Be sure to include "Allen Eagle Football" in the subject line of the email. Use Stuffit or Zip archive and send to: [ron@ronpittman.com](mailto:ron@ronpittman.com)
- CD-Rom disc
- DVD-R disc
- USB memory stick drives
- DO NOT send Floppy disks – THESE WILL NOT BE ACCEPTED

\* If you are unable to furnish digital art in any accepted digital format, please submit camera-ready artwork to the appropriate Allen Eagles Touchdown representative. Important: A hard-copy proof or laser print **MUST** accompany your digital art file!

Thank you in advance for your support of the Touchdown Club.