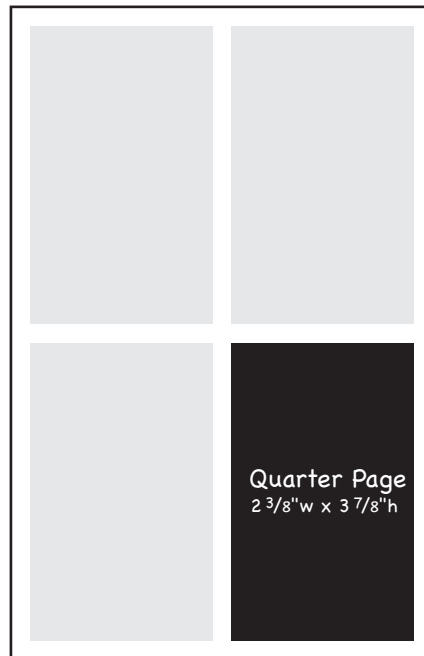
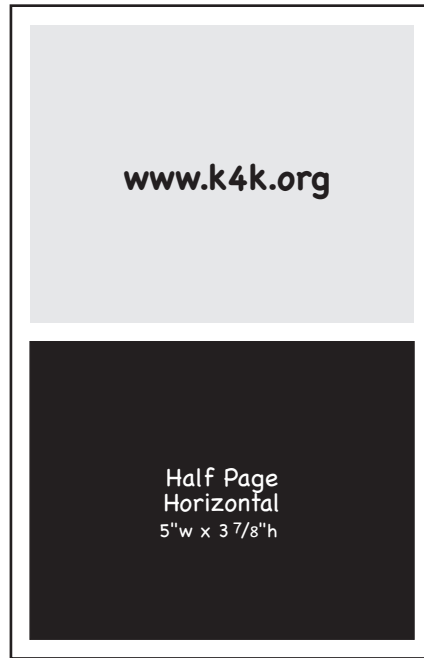


KID ART SHOW & AUCTION

kaleidoscope

Thank you for your support!

Ad Submission Guidelines



The Kid Art Program is a 5 1/2" w x 8 1/2" h booklet. It is black and white except for the inside front and back covers, which are full-color. Following are some helpful hints for building your ad.

File Formats

- Adobe Illustrator/InDesign CS4 (or earlier) with linked files embedded and fonts outlined (or included) and saved as either .ai, .eps or .pdf
- Quark Express 7.3 with linked files and fonts included and saved as either .eps or .pdf
- PhotoShop CS4 (or earlier) with layers merged and flattened and saved as .psd, .tiff or .jpg (200 dpi at 100%)

Avoid Common Problems

- Photos should be at least 200 dpi at full size
- Do not send web images - they are low resolution and will not print well
- Color ads should be in cmyk mode
- Ads should be built to the correct size
- If possible, convert type to outlines - if not, please identify and send font(s)
- Embed all linked files (photos, etc.)
- Please do not scan and send already printed material - it will not print well
- Please do not send MS Publisher, Word, PowerPoint or Excel files
- Please do not send .gif, .pict, .bmp, .pcx or .png files

If You Need Help

The above guidelines will produce the highest quality ads. If you do not have access to software that can create artwork in one of these formats, we can help you with your ad creation or conversion from its current format. Please contact Juan Calixto at 773-292-4024 or jcalixto@kaleidoscope4kids.org and he will be happy to put you in touch with our graphic designer who will be glad to assist.