



# 2020 Carmel Marathon Participant Guide

## ADVERTISING SPECS

**ALL ADS ARE DUE BY FRIDAY, MARCH 4, 2020**

### **Ad Sizes (no bleeds):**

Full page: 9.75" x 10"

Half-page vertical: 4.75" x 9.5"

Half-page horizontal: 9.75" x 4.75"

Quarter page: 4.75" x 4.5"

### **Where To Send Artwork:**

Email all files to: [michellelynthompson@yahoo.com](mailto:michellelynthompson@yahoo.com) and Cc: [todd@carmelmarathon.com](mailto:todd@carmelmarathon.com)

## **PRODUCTION GUIDELINES**

### **File Format:**

High resolution PDFs are preferred. TIF, JPG and EPS files will also be accepted.

### **File Size:**

Files must be created at 300 dpi at 100% of the ad size. (72 dpi images pulled from the web are NOT acceptable.)

### **Colors:**

All files must be converted to CMYK or grayscale. RGB format is NOT acceptable.

### **Fonts:**

All fonts must be embedded. If using Illustrator, please convert all fonts to outlines.

### **Contact Information:**

When submitting artwork, please include agency/artist contact information should technical difficulties arise.