

# Ad Instructions

## Ad sizes:

We offer three ad sizes, as shown on the enclosed sample ad layout sheets. For your convenience, we have listed those ad sizes below. We have also listed whether you can include black and white line art and/or a photograph for each ad size.

<u>Size Description</u>	<u>Size</u>	<u>Photograph</u>	<u>Black &amp; White Line Art/Logos</u>
Full Page	4 ½" x 7 ½"	One photo	Yes. Publisher can enlarge or reduce.
½ Page	4 ½" x 3 ¾"	One photo	Yes. Publisher can enlarge or reduce.
¼ Page	4 ½" x 1 7/8"	No	Yes-but a limit of 2. Please submit correct size.

## What We Need From You:

If the ad is ¼ page or larger and you want your business logo or artwork to appear in your ad, we request any of the following black and white pieces for that purpose:

- Business Card
- Letterhead
- Ad clipped from a previous publication such as a circular or magazine

(Note: Clippings from newspapers and telephone directories will not provide a quality reproduction.)

If your ad copy will reproduce and fit within the space allowed for that ad size, the submitted camera-ready copy will be used. Otherwise, the publisher will typeset and layout the ad(s). Business cards with colored or dark backgrounds and/or colored ink DO NOT print well and will have a poor print quality.

If a photograph is to be included in a ½ page or full page ad, you must provide a good-quality black and white photograph. A printed or photocopied picture will not provide a quality reproduction.

We can only accept black and white line art and/or logos if they are to be included in your ad. Pastel colors are usually too light to reproduce. Dark colors next to each other will blend together and may reproduce as all black. Any artwork and/or logos that will not reproduce will be omitted.

Computer generated ads are accepted but must be sized to the templates. DO NOT use screens or photographic images; they do not print well.

We have contracted the Cookbook Publishers, Inc. to publish our cookbook. Please adhere to submitting ads according to the instructions by the publisher to ensure a good print quality to your ad. Thank you.