

# BUYER'S GUIDE AD

The Buyer's Guide is a print piece that features a catalogue of vendors we recommend to our Members when looking for a wellness partner. It is mailed to approximately 6,000 WELCOA Members each year to help them shop our Premier Providers.

## 1-PAGE AD SPECS

### 1. FILE FORMAT

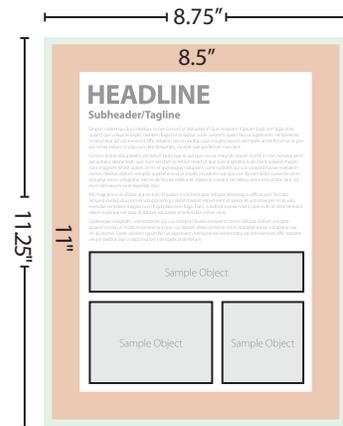
- » PDF or packaged InDesign file.

### 2. DIMENSIONS

- » 1-page ad—8.5" x 11" **PLUS** 1/8" (.125 in.) bleed—recommended margin 1/2" (.5 inches).
- » Finished size of ad with bleeds should equate to 8.75" x 11.25".

### 3. DIGITAL FILES

- » **Files:** Print optimized PDF accepted. Images must be at 100% of size and at least 300 dpi with fonts embedded or saved as "outlines". Adobe InDesign documents will also be accepted. All supporting files must be included (images, fonts, colors, etc.)
- » **Files Not Accepted:** Quark (unless provided in PDF format), Microsoft Word, Microsoft Powerpoint, Microsoft Publisher, Pagemaker.
- » **Resolution:** Minimum resolution for images is 300 dpi; web/screen resolution images will not be accepted.
- » **Color:** CMYK only; RGB images will be converted.



We have provided templates for InDesign, Illustrator and Photoshop that you may use as a base to set up your ad.

#### DOWNLOAD TEMPLATES:

<https://s3.amazonaws.com/welcoa-assets/ppn/1-page-bg-templates.zip>

## SUBMITTING YOUR AD

Please submit your 1-page ad via [dropbox.com](https://www.dropbox.com) or other file sending services.

**PLEASE DO NOT SEND FILES AS .ZIP EMAIL ATTACHMENTS.**

*Questions?* Contact a WELCOA PPN Team Member at [premierprovider@welcoa.org](mailto:premierprovider@welcoa.org) or call (402) 827-3590