



# I.C.F. Souvenir Book

## Artwork

## Instructions

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Oakland, CA 94621  
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1-888-423-1924 - toll free  
(510) 633-9058  
Fax (510) 633-9758

*Your image is VERY important to us. We want your ad to look its very BEST in the finished book.  
Please follow these instructions to achieve best quality in your ad. -Thank you!*

Everyone has a camera in their cell phone these days, so there are probably more pictures today than ever before of every event that happens. And they're all digital!  
**PLEASE send us the digital files of your pictures for best printed quality of your final Ad.**

**Send your files via one of the methods listed below:**

**Email:** Send to info@icf.org. (Be sure to include your branch information for identification purposes.)

**FTP:** Any files over 5MB need to be sent FTP. We suggest using www.hightail.com. You can set up a free account with them to send files under 50MB. Be sure to use info@icf.org as the receiving email address. (Be sure to include your branch information for identification purposes.)

**CD:** Please mark your disc with branch information for identification purposes. Be sure to include your ad contract with the CD. (We will not be returning your CD to you, so be sure it's not your only copy.)

*If you have ANY problems with your art, whether composing it or sending it, please contact us and our designer will work directly with you to resolve the issues.*

### Photographs

- Today's photos are all digital - send us the original files!
- Photos in print need to be 300 dpi (dots per inch) or higher to look good
- Photos for the internet are 72 dpi and look terrible when printed. See example below:



- Please do not send us photographs that have been printed on an inkjet printer, no matter how good they look. Scanning these prints always results in disappointing quality. Please send us the digital files in the size and format they came off the camera in.

### Hard Copy

- Ads provided as hard copy will be scanned and used as-is. Image quality will not be as good as what you send us. This is the nature of copying anything.
- Where possible, our designer re-creates your layout if you send us your digital pictures and hard copy showing how you want the ad laid out.

### PDFs

- Composed ads must be provided in PDF format.
- Review your PDF before sending it to us.
- Fonts must all be embedded. To review font embedding go to Document Properties in the File menu, click on the Fonts tab. Make sure each font is listed with either "Embedded" or "Embedded Subset".
- If you use a font that does not embed, please replace that font with one that does embed. We cannot use a file that does not have the fonts embedded.

### Composed Ads

- We are happy to compose your ad. Please provide all text and pictures digitally via email or ftp. The more instructions you give us the closer we will come to what you want.
- To get exactly what you want, compose your ad yourself in your software. You will need to send your ad as a PDF as it is likely we do not have your software.
- Please contact us with any problems you have creating a PDF that has the correct resolution.

### Memory Names & Sponsor Names

- Name lists MUST be provided digitally.
- Easiest method: Type your names into the body of an email or attach a text document to your email.

**We're Here To Help!**

Contact our designer, Kimmer Sue, with any questions or problems:  
kimmer@fractaldreams.com