



I.C.F. Souvenir Book Artwork Instructions

ARTWORK DEADLINE 7/1/17

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We want YOU to look FABULOUS! Here's how:

Nearly every picture taken today is digital. We need you to send them to us at full size.
PLEASE do not compress or reduce your digital pictures to make them easier to email!

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 without compression or reduction!
- Photos must be 300 dpi (dots per inch) or higher for printing. (That's 5 times bigger than the size you see on the internet (72 dpi). So most photos downloaded from the internet are far too small to print.)



72 dpi - hard to recognize faces 300 dpi - great detail

- Please DO NOT SEND us photographs that have been printed on an inkjet printer, no matter how good they look. Scanning these prints is always disappointing. Please send us all photos in the size and format they came off the camera. We will size and crop to fit.

Ads Provided as Hard Copy

- Ads provided as hard copy will be scanned and used as-is. Image quality **will not** be as good as digital files. This is the nature of copying anything.
- Where possible, our designer re-creates your layout when you provide digital pictures and hard copy

Ads Provided Digitally

- 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.
- Contact Kimmer Sue directly if you are having any problems creating a PDF of your ad document.

Ad Composition Service

- We are happy to compose your ad. Please provide all text and pictures digitally via email or ftp. The more instruction 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 and export as a PDF. It is not likely that we have the software you used.

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