



Miss Virginia Association of Fairs Scholarship Pageant

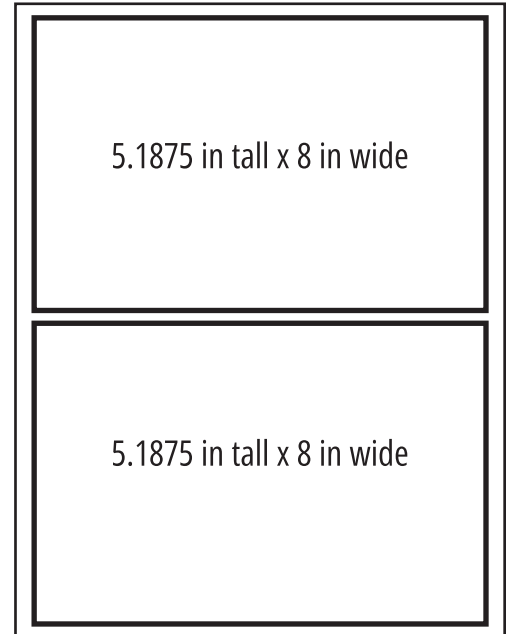
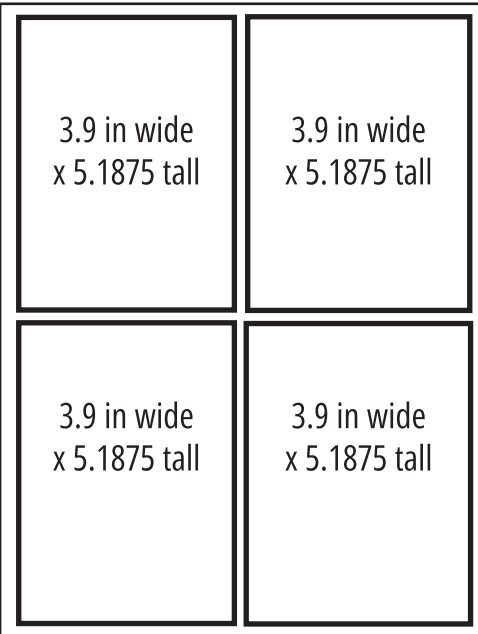
AD SPECS & REQUIREMENTS

All artwork provided for the Miss Virginia Association of Fairs Scholarship Pageant book are required to be provided as high resolution (300 dpi), CMYK, print ready pdfs at the sizes listed below. All photos used in ads that are provided should be 300 dpi at the size they are used in the ad.

FULL PAGE AD:
8 in wide x 10.5 tall

QUARTER PAGE AD:
3.9 in wide x 5.1875 tall

HALF PAGE AD:
5.1875 in tall x 8 in wide



design print deliver

Evolution Printing will be laying out and printing this year's pageant book and have offered discounted design services to help with your ads in the event that you don't have access to a graphic designer.

If you are providing your own ad, please be sure it meets the requirements listed above. We cannot be responsible for ads that do not appear as intended if they have not been provided according to the specifications above. Low resolution, improper color mode or sizes will print as provided.

\$50 for a full page ad
\$30 for any ad that is a half page or quarter page

All ad design comes with one round of edits but request that all text/names/etc be typed out exactly as they should appear on the ad to avoid typing errors, they will be copied & pasted into the layout. Any additional edits will be charged at a discounted rate of \$15 per half hour of time.

7200 South Hill Drive | Manassas, VA 20109
www.evoprinting.com
571.292.1213 | orders@evoprinting.com

RESOLUTION & COLOR REQUIREMENTS

Ads can also be sent to heather@evoprinting.com after submitting to Wendi.



LOW RESOLUTION (BAD)



HIGH RESOLUTION (GOOD)



A. Example of image quality degradation due to low resolution images used in a printed piece.

IMAGE PROPORTIONS, DIMENSIONS & RESOLUTION

Your images should fit the size of the document, but even if you get the actual size of the image correct, don't forget to check that your resolution is high enough. Discrepancies like bitmapping and quality degradation can occur in images that are dramatically enlarged from their original size, a costly mistake resulting in a finished product that reflects poorly. If the photo is 3x5 in the ad, the resolution **must be** 300 dpi at that size- this is called the effective resolution versus the actual resolution. If the resolution is lower at that size, the size of the placed photo must be decreased until it reaches 300 dpi- which may make the photo only 1x2 at proper resolution so you may want to choose another photo.

Printed Images need to be at least 300 dpi (or dots per inch). Images pulled from websites are usually only 72 dpi since that is the size screens display information at. This leads to poor image quality reproductions in printing. It may look great on your screen since screens display at 72 dpi, but once that piece is printed, there is a substantial difference in image quality. You can always make a high resolution image into a low resolution image but you can not take a low resolution image and increase it's size or resolution without the image becoming pixelated.

CMYK vs RGB

To avoid costly color correction, convert your document (and all images used in your document) from RGB to CMYK. Despite seeing minimal differences on screen, the printing difference is dramatic. Just as computer screens use a different resolution for viewing, they also use a different, three color model, RGB (Red, Green and Blue) to display color. Since Digital printing is done using CMYK (Cyan, Magenta, Yellow and Black) toner, when you view an image on screen, it may not always appear the same as the actual printed piece. Not only may there appear to be color differences from your screen to your printed piece, but due to monitor calibrations, how a color appears on your computer screen may vary from how it appears on ours!

The basic summary is that CMYK appears differently on screen than it prints. RGB appears differently in print than it does on screen. Pantone colors, when printed digitally are also converted to CMYK. A pantone color has assigned corresponding hex values, cmyk values and rgb values that are considered the "standard" color match, but there are always slight variations.



WHAT YOU SEE ON SCREEN



HOW IT WILL PRINT

B. Dramatization of color variances between color modes, both on-screen and printed.

MARGINS

The pageant book does not utilize full bleed advertisements and the ad sizes specified reflect that. Margins are, however, important and we recommend that all text and pertinent visual information be kept 1/4 inch from all edges of the advertisement.