

File Format Guidance for Program Brochure Ads

Please submit logos and sponsorship ad artwork in a high-quality format so they print clearly in the program brochure. Files that look fine on a screen may appear blurry or pixelated when printed if they are too small or saved in the wrong format.

Sponsor Only Ad Size Requirement

Half-page ad: Maximum size is 7.75" wide x 4.875" tall.

Full-page ad: Maximum size is 7.875 x 10.375

Preferred File Types

- **PDF:** Best option for completed ad designs because it preserves the layout, fonts, and images.
- **AI or EPS:** Best for logos or professionally designed artwork because these files can be resized without losing quality.
- **PNG:** Acceptable for logos, especially when the file has a transparent background. Please provide the largest/highest-quality version available, preferably at least 1000 pixels wide.

Files to Avoid

Please avoid submitting JPEG/JPG files for logos or ad artwork when possible. JPEG files can lose quality when resized or printed and may appear blurry, especially around text or logo edges.

If You Are Unsure

If you are not sure which file to send, please submit the highest-quality version you have, and we will review it before placing it in the brochure. Email events@enroutenw.com for more support.