

COMTO Publications Ad Specifications

File Requirements:

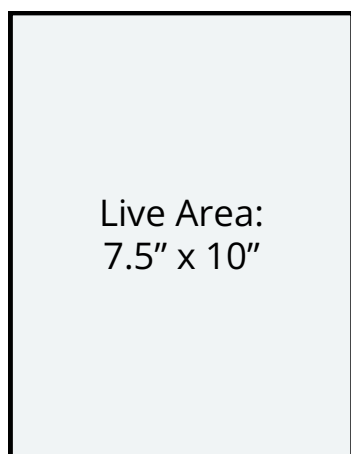
- All colors must be RGB, resolution of ad and photos 72 DPI (dots per inch).
- File format .JPEG, .PNG or .PDF.
- Do not include crop marks.
- Measurements are provided in inches.

Notes:

- Please save your artwork in a file titled with your company name, the name of the publication and the year.
- Low resolution logos and photographs pulled from the internet are not acceptable.
- All advertising is subject to COMTO's approval.

Full Page Ad

8.5" x 11"



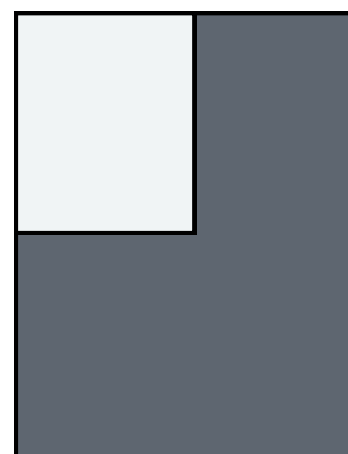
Half Page Ad

7.82" x 5.12"



Quarter Page Ad

3.88" x 5.12"



Logo Submission Guide

Resolution and Size:

- Vector preferred (.EPS or .SVG)
- Non-vector (.PNG or .JPEG) at least 300 PPI (pixels per inch) at 3 inches wide or larger
- Higher resolution is always acceptable
- *Transparent version is preferred*

Do Not Copy Logos from the Web

- Please do not submit logos copied from websites or screenshots
- These files are low resolution and will appear blurry in the final product

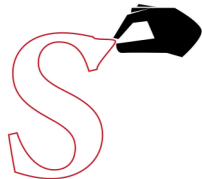
Logos Per Use Case

- Logo on Website: 300 PPI (.PNG or .JPEG)
- Logo on Digital Materials: full color, high resolution, RGB (.EPS)
- Logo on Printed Materials: full color, high resolution, CMYK (.EPS)

.EPS & .SVG “Vector” Files



.EPS and .SVG are made of “math” - they can scale indefinitely and stay sharp.



It's like they are made with a stretchy rubber band, always smooth.



.EPS and .SVG (vector files) always stay smooth and crisp at any size.

Website & Social Media Logos



Web and Social Media logos are almost always low resolution. Do not use for printed materials.

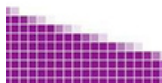
.PNG & .JPEG “Raster” Files



.PNG and .JPG are made of little squares called pixels. When enlarged, the pixels enlarge too.



Those little squares look jaggy and rough when a raster file is enlarged.



DPI (dots per inch) or PPI (pixels per inch) refers to how many little squares there are per inch. More makes a finer image. 300 PPI is standard for printing.



Some .PNG images are also transparent.

That means they have no background, so they can be used on top of colors or other images.

For questions, please contact communications@comto.org.