

## Ad sizes:

- Full page ad: 7.75" wide x 7.5" high
- Half page ad: 7.75" wide x 3.5" high
- 1/4 page ad: 3.5" wide x 3.5" high
- Payroll Insert sheet full live area 8.5" wide X 3.75" high, set up additional 1/8 inch bleed
- Insert images are on one side only
- Custom sizes must be pre-approved before submission/placement

## Production requirements for ALL ADS:

- 30 words of copy or fewer, including the logo – offer should be instantly visible and understandable
- Use high-contrast color schemes
- Disclaimer/fine print should be solid black (100% K in CMYK) and a minimum of 7pt font size
- Avoid 'mix' colors (purple, green, orange) against small text; halftone angles may leave base color overprinting (i.e the edges of a purple area may show magenta or cyan dots, or seem blurry).
- Use solid, sans serif fonts with high contrast against the background color(s)

## Design Considerations:

- Employees are looking at their paycheck first and your ad second. Your 'hook' must be large and obvious; otherwise employees will not bother to read or take advantage of it.
- Simplicity is critical. The simpler your ad, the better your viewers will remember it.
- Contrast between text and background is imperative. Your viewer should not need 20/20 vision to read or understand it.
- The larger the size, the more effective the ad
- Non-square ads must be presented horizontally (landscape) rather than vertical (portrait)
- A single photo or image is more effective than multiple images

## Providing Electronic Art or Design Components:

- Ensure any black text is set to 100% K rather than mix in all 4 channels or the text will appear blurry
- All files or submitted components and scans must be 300dpi or higher
- Avoid dithered or interpolated colors (using a gif color palette with photos, web-only palette, etc); make sure 'true color' and CMYK are set in your design program when you export final art
- Embed all fonts - do not send fonts or files that require specific fonts to be installed. Defaults will be substituted and you will not like the results
- Do not send zipped/compressed files (.ZIP, .SIT, etc)
- **Preferred format: 4-color (CMYK) PDF file at full size x 300dpi minimum**
- **Acceptable file formats: TIF, PSD (Photoshop), AI (Adobe Illustrator)**
- **Acceptable if nothing else is available: EPS with all fonts and images embedded, high quality JPG**
- **Not acceptable: PPT, DOC, GMP, PUB, or any native program files other than Photoshop or Illustrator**

