

## CAI-SAN DIEGO MEMBERSHIP RESOURCE DIRECTORY DIGITAL SPECIFICATIONS

PLEASE BE ADVISED THAT WE CANNOT GUARANTEE THE FINAL PRINT QUALITY OF ARTWORK PRESENTED FOR CHAPTER PUBLICATIONS WHICH DO NOT CONFORM TO THESE REQUIRED SPECIFICATIONS.

THIS INCLUDES, BUT IS NOT LIMITED TO: ARTWORK CREATED IN MICROSOFT WORD OR ANY OTHER WORD PROCESSING APPLICATION. A GRAPHIC DESIGNER IS FAMILIAR WITH THESE INDUSTRY STANDARD REQUIREMENTS. PLEASE PROVIDE THIS INFORMATION TO THEM FOR CREATION OF YOUR ARTWORK.

- If you need help creating your ad, please contact the chapter office at 619-299-1376.
- Digital media accepted: E-mail or CD for large files. If your file is over 15 megabytes, please submit on CD to:  
CAI-San Diego, 1081 Camino del Rio South, #109, San Diego, CA 92108
- A high resolution (PRESS QUALITY) PDF with all fonts embedded (preferred) or high resolution TIF CMYK file (300 dpi) are accepted formats. No Photoshop layered files please, flatten before sending.
- Name your file your company name, not CAI ad.
- **MicroSoft Word, Powerpoint and Publisher files are not an accepted format and will incur a 50% surcharge (based on ad rates) for file conversion.**
- Artwork should be created 100% of actual ad size. Scaling-up of improperly sized files can result in a loss of quality. CAI-San Diego cannot guarantee finished quality of improperly submitted artwork. *Please refer to your advertising contract for your correct ad size.*
- Do not use images from the internet! Web image resolution is too low (72 dpi) for offset printing requirements. Minimum resolution for all images is 300 dpi.
- All color advertisements must be CMYK. All grayscale (b/w) files must be grayscale. RGB files are not acceptable.
- File correction and revision services are available at market rates (one hour minimum).
- You must provide contact information in case there is a problem with your submitted file.
- E-mail 15 meg or smaller files to **advertisements@cai-sd.org**

FULL PAGE

4.5" X 7.5"

HORIZONTAL  
ONLY

HALF PAGE

4.5" X 3.5"

VERTICAL  
ONLY

QUARTER PAGE

2.125" X 3.5"