



Northeast Sustainable Energy Association 50 Miles Street, Greenfield, MA 01301 p 413.774.6051 f 413.774.6053 www.nesea.org

## Advertising Specifications

Please send ads to Jenny Spencer, [advertise@nesea.org](mailto:advertise@nesea.org) or mail it. Questions please call 413-774-6051 x 25.

### By Mail

Please send artwork on a zip drive (250mb or less) or a CD. Include original file, fonts, digital art and printed proof of your advertisement if supplying the ad in a native software. If you are supplying a high-resolution PDF or an EPS file, the file and a printed proof will suffice.

### By Email

Please include original file, fonts, digital art and PDF file of your advertisement if supplying the ad in a native software. If you are supplying a high-resolution PDF or an EPS file, please send a fax copy of the final artwork.

### Software/Files

- File Names  
Please try to identify files with client name and date when possible.
- High-resolution PDF  
300dpi or higher (We will not check to see if your file meets these requirements. If it does not, the printing quality may suffer.)
- EPS  
Outline all fonts and embed all art when possible. (Supply artwork if necessary.)
- Illustrator  
Supply Macintosh fonts and scans (if any).  
Save as Illustrator 9 or lower.
- InDesign  
Supply Macintosh fonts (or outline fonts in the file) and artwork (if any).
- PageMaker  
Supply Macintosh fonts and artwork (if any).  
Save as PageMaker 6.5 or lower.
- Quark  
Supply Macintosh fonts and artwork (if any).  
Save as Quark 5 or lower.  
(We work in InDesign and will be converting your Quark documents.)

### Fonts

We work on a Macintosh platform.

All fonts supplied must be Mac fonts or we will replace them with equivalents.

### Artwork

All digital artwork must be supplied at 300dpi or higher.

If it is not, the printing quality may suffer.

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