



NESEA

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, [jspencer@nesea.org](mailto:jspencer@nesea.org) or mail it. If you have questions 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.