



Ad Checklist

Design Guide needs these materials in order to produce your ad.

- Company name
- Headline or tagline
- Feature photo of product, space or service in use
- Secondary photos listed in order of priority
- Descriptive text of product or service (optional)
- High-resolution company logo
- Contact information:
 - physical address or PO Box
 - phone and fax numbers
 - e-mail address
 - web site URL
- If you have company colors you would like incorporated into the design of your ad, please give us the CMYK values for those colors.

Production Fees

- \$300/Full or Half page; \$600/two-page spread. Includes composition, two revisions and low-resolution proofs
- \$125/hour for additional revisions, adjustments or resizes
- \$125/hour for photoshop work, color correction, font or photo research
- **\$25 for color-accurate proof at client request**
- A **\$100 late fee** for ad materials received after the deadline

The Design Guide Traffic Manager, Dean Erickson, will contact you, and will be available to answer your questions throughout the production process.

Design Detail Specifications

- Images for Design Details should be 4"- 6", 300 dpi and CMYK.
- **Please send a short 2 or 3 sentence description along with each photo.** A Word document is fine for the descriptions.

Section Opener Specifications

- Images submitted for Section Openers should be 8" x 10", 300 dpi and CMYK.
- The image should also be portrait (vertical), not landscape (horizontal) oriented.
- Keep in mind that your ad will be on the adjoining page. So, it will be best if your section opener image compliments your ad.
- **Please send a short 2 or 3 sentence description in a Word document along with your photo.** A Word document is fine for the descriptions.

Expertorial Specifications

- Rayven Williams will contact you to set up an interview in order to write the article.
- Please include 3-4 images that will illustrate your article as well as a headshot.

General Do's

- Images submitted for Ads should be CMYK and 300 dpi at the desired size.
- Products should be shown clearly in the forefront of the image submitted. We prefer images without people to best showcase products and services.
- We will accept TIFF, EPS or press-quality PDF file formats for your imagery.

General Don'ts

- Most digital cameras do not take photos at 300 dpi by default. Be sure to verify the image is 300 dpi before you submit.
- We cannot accept GIF, BMP, PICT, JPEG formats, images under 300 dpi or images with RGB, Index or Lab color modes.
- We cannot accept images embedded in Microsoft Word, any other word processing program, or any PC-based application.
- Images pulled from the internet are most often low-resolution and are therefore unacceptable.
- Scanned images from previously printed catalogs, magazines and brochures are also unacceptable.

Design Style

Please pick a style for your ad.



Elegant

- Refined and tasteful style
- Suggesting ease and wealth
- Of seemingly effortless beauty in form or proportion



Classic

- Traditional, basic or fundamental in design
- Enduring style and quality
- Non-trendy



Natural/Green

- Existing in conformity to nature
- Unforced, organic
- Earthy pigments, raw, unpolished



Contemporary

- Clean and simple
- Trendy and modern
- Bold colors such as red, purple or turquoise



Innovative

- Cutting edge, attention-getting, non-traditional
- To introduce something new; make changes in anything established
- Revolutionary in typographic treatments and unusual color treatments



Powerful/Bold

- Quietly authoritative, great power, force or effect
- Very convincing and influential
- Strong message and strong colors

FTP Instructions

To upload your files to our ftp site please go to:

ftp://192.220.54.8

User Name: **upload**

Password: **fil3s@DG**

Before you upload

- You must first download a FTP client in order to transfer files onto our FTP.
- Cyberduck and Firezilla are two free program downloads that can be used to transfer files.

Uploading Files

- Please locate the folder labeled with your company name.
- Nested inside your folder will be a folders for your ad, design details, section opener or expertorial, whichever applicable.
- Drag and drop your assets within the respective folders, and **in the case of design details and section openers, don't forget to also upload your descriptions.**

Once files are uploaded

- When files are uploaded, email **valerie.watson@dgpublishinginc.com**.
- Contact Valerie if you are having trouble uploading your files.

You Send It Instructions

- To send files using You Send It, got to **www.yousendit.com**, and register for free account.
- Using You Send It, you may upload your ad and email it to **valerie.watson@dgpublishinginc.com**.

Contact Us

Please contact the Design Guide Traffic Coordinator, Valerie Watson, with any questions.



Valerie Watson
DG Publishing, Inc.
1825 Market Center Blvd. Ste. 435
Dallas, TX 75207
214-526-0592 x 202
valerie.watson@dgpublishinginc.com

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Panache Interior Design