



ARTWORK SPECIFICATIONS – Print Advertising

Inside Full Page - Trim size 8.5-inches wide by 11-inches tall plus 1/4 inch bleed (with bleed the artwork is 9"x11.5")

Half Page Horizontal - Non-bleed (7.5-inches wide by 5-inches tall)

Quarter Page Vertical - Non-bleed (3.75-inches wide by 5-inches tall)

- *The Brass Bell* is printed direct-to-plate and requires digital files. Digitally supplied material only. No film will be accepted.
- **Acceptable File Formats:** PDF/X-1a, PDF. Convert all spot colors to process. Keep images at 300 DPI or higher, using minimal, or no compression. Convert all fonts to outlines, or embed all fonts.
- **Acceptable Media and/or transmission methods:**
 - Files up to 15 MB can be sent via Email to LN@catalystchicago.com. Please create a Zip or Stuffit archive of attachment(s).
 - Files can also be transmitted via Hightail.com or WeTransfer.com (free services).
- **Media Labeling:** Issue date, advertiser and/or agency name, contact person, phone number, list of contents.
- **Proofs:** Accurate proofs should accompany all ads. If no proof is provided, *The Brass Bell* will not be responsible for color accuracy.
- **Production Contact:** Lorraine Negley at Catalyst Communications - 773-878-1940 or LN@catalystchicago.com
- **Payment Contact:** The Chris-Craft Antique Boat Club accepts Visa, MasterCard, Discover, American Express, PayPal and checks. Contact Lorraine at 773-878-1940.



ARTWORK SPECIFICATIONS – Online Advertising

Print + Online Advertising Package advertisers receive advertising space on **both** the main Chris-Craft Antique Boat Club and on Boat Buzz (the Club’s discussion forum). The ad sizes for the main website and Boat Buzz are different, so minimally you will be providing two different online ads*.

- All Boat Buzz ads are the same size; artwork specifications are below.
- Main website ads vary in size depending upon which ad package was purchased. (Ad size 1 is reserved for Premier Sponsors.) Find your ad size below, and look on the next page for the dimensions and specifics.

**The Club does not provide design services. However, if you need assistance, our design partner Catalyst Communications can be contracted separately (contact info is below).*

Boat Buzz Ad Sizing

The Boat Buzz ad is a vertical side banner ad which is the same size for all general advertisers.

- **Dimensions:** 140 x 280 px @ 72 dpi. 100kb file size or smaller
- No white borders or white frames at the edges of your ad
- **URL:** Advertiser must specify a URL link if linking to a website (recommended)
- **Acceptable file format:** JPEG with RGB colors (*make sure to “save for web” in Photoshop or Illustrator*).
- **Production Contact:** Lorraine Negley at Catalyst Communications - 773-878-1940 or LN@catalystchicago.com.

Main Website Ad Sizing

The main website is mobile-friendly, and ads will resize for the type of device used. It is important that you design for a small mobile view first when creating your ad to ensure that it will be clear and readable in its smallest form. The most successful mobile ads are simple with minimal copy.

The Brass Bell QUARTER page advertiser: Ad size 3 (Home page excluded)
Ad size 3 dimensions: 800 x 484 px @ 72 dpi

The Brass Bell HALF page advertiser: Ad size 2 (Home page excluded)
Ad size 2 dimensions: 1000 x 618 px @ 72 dpi

The Brass Bell FULL INTERIOR page advertiser: Ad size 3 on Home page and Ad size 2 on other pages
Ad size 3 dimensions: 800 x 484 px @ 72 dpi
Ad size 2 dimensions: 1000 x 618 px @ 72 dpi

- No white borders or white frames at the edges of your ad
- **URL:** Advertiser must specify a URL link if linking to a website (highly recommended)
- **Acceptable file format:** JPEG with RGB colors (*make sure to “save for web” in Photoshop or Illustrator*).
- **Production Contact:** Lorraine Negley at Catalyst Communications - 773-878-1940 or LN@catalystchicago.com.



CREATING ADS FOR THE CCABC RESPONSIVE WEBSITE



Make sure to design your ad for smaller mobile readability first. This shows the same size ads on different devices.

It is important to understand that when creating ads for the modern CCABC website that you follow the specified sizing for each of the three ad sizes. This will ensure that when the ad is viewed on a laptop or any monitor, it renders clearly. And when it is viewed on a modern mobile device, it will be responsive and re-render to the correct aspect ratio to look sharp and remain sharp if zoomed in on. It seems confusing since ratios are variable, but it works.

- Ad Size #1** is 1000w x 418h @ 72 pixels/inch.
- Ad Size #2** is 1000w x 618h @ 72 pixels/inch.
- Ad Size #3** is 800w x 484h @ 72 pixels/inch.

Acceptable file formats: RGB JPEG (make sure to "save for web" in Photoshop or Illustrator).