

GREENBOOK®

ARTWORK SPECIFICATIONS 2012

These artwork specifications are guidelines for all GreenBook websites and publications. Please send your artwork files to:

Kate Speed, Content & Production Specialist kspeed@greenbook.org 585.857.7319

Online Logo

All GreenBook websites: Color RGB

Format: JPG, GIF

Dimensions (pixels): 300w x 90h max

Resolution: 72 dpi

File size: 40K max

Print Logo

GreenBook Directory: Grayscale

NewQual: Color CMYK

Format: PDF, EPS, TIF, PNG

Dimensions (inches): 2.5w x 1h

Resolution: 300 dpi

Banner Ads

Format: JPG, GIF

Dimensions (pixels) are width x height

GreenBook.org

480 x 60 or 728 x 90 – Standard Banner
on Category or Geo SRP

234 x 60 – Homepage Sidebar Banner

GreenBookBlog.org and NewQual.org

480 x 60 – Top Banner

980 x 40 – Premium Wide Banner

398 x 90-160 – Sidebar Banner or Text Ad

Facility Photos

Each facility listing can have 4 photos

Format: JPG, PNG

Dimensions (pixels): 550 x 550 max

File size: 200K max

Videos / Webinars

Format: WMV, AVI, ASF, MPEG. Note: We cannot accept ARF format

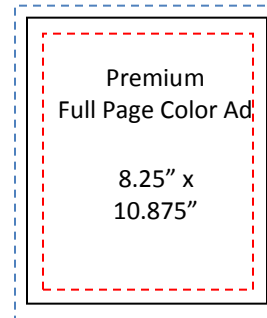
- We also accept YouTube videos and SlideShare presentations

Send your files or links to Kate Speed at kspeed@greenbook.org

Print Ad specifications

PREMIUM COLOR ADS in GreenBook Directory, New Qual, GRIT

- ✓ Full Page 8.25" x 10.875"
- ✓ ½ pg and ¼ pg color ads are available in New Qual
 - same sizes as respective grayscale ads pictured below



PDF at high resolution output: PDF/X-1a:2001

All images must be 300 dpi

CMYK Line art should be 1200 dpi

All fonts must be embedded or outlined

Front Cover "Sticker"

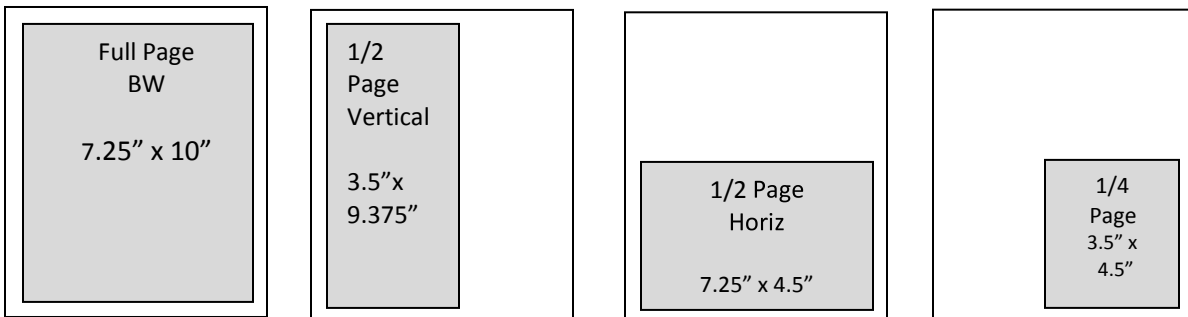
- Same file format as above. Max size is 3" x 3"

Trim (final page size): 8.25" x 10.875"

Bleed : 8.50" x 11.125"

Live : 7.75" x 10.375"

STANDARD GRAYSCALE DISPLAY ADS in GreenBook Directory



Grayscale PDF at high resolution output

All images must be 300 dpi

All fonts must be embedded or outlined

How to send artwork files:

- ✓ Email the files or download links to kspeed@greenbook.org
- ✓ CD or memory stick to our NY office
- ✓ FTP – upload files to our server:
 - *host:* web01.utdev.com
 - *username:* ama_advertisers
 - *password:* b6ApegeF

*Please send an email to kspeed@greenbook.org
to notify us of files on our FTP server