ADVERTISING GUIDE



Souvenir Booklet

Everything parents, families, and contributors need to know to place an ad - sizes, specs, and how to submit.

→

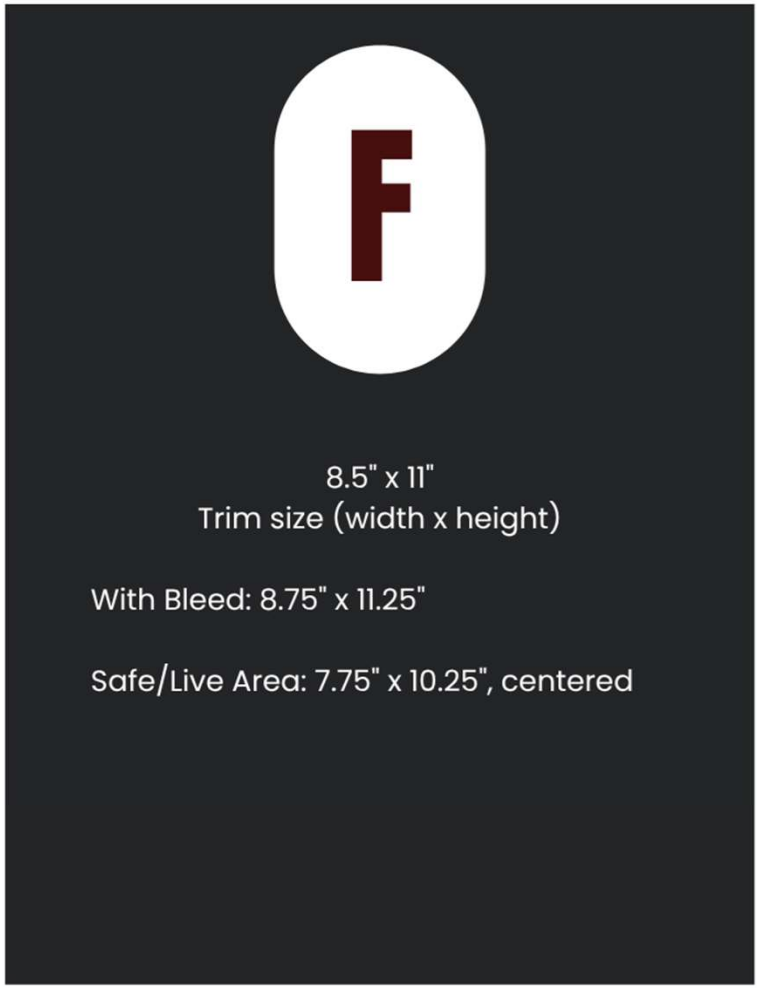
FULL PAGE AD

BEST FOR

Businesses, sponsors, or families who want maximum visibility and space for a photo, logo, and longer message.

KEEP IN MIND

- Extend background colors/images to the bleed edge so nothing white shows after trimming.
- Keep all text and important images inside the safe area — anything closer to the edge risks being trimmed.
- Vertical (portrait) orientation only.



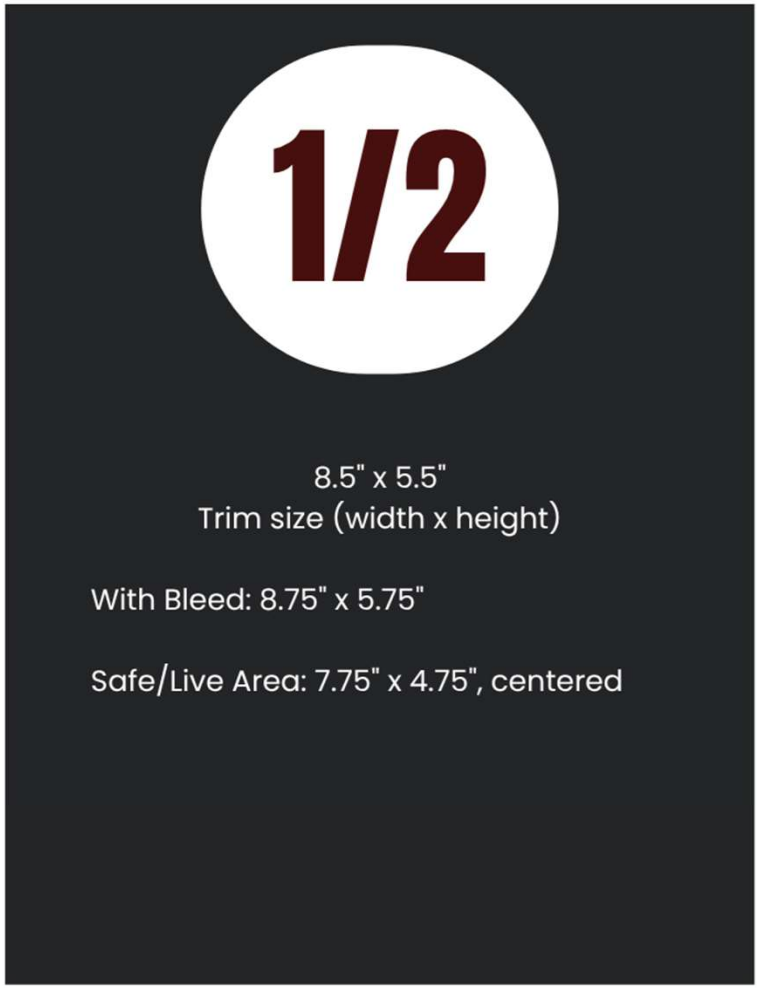
HALF PAGE AD

BEST FOR

A simple congratulations message, a family shout-out, or a smaller business card-style ad.

KEEP IN MIND

- The most popular size for personal 'good luck' or 'congratulations' messages.
- Keep text large and simple — it prints smaller than the other two sizes.
- Full width of the page, half the height.



FILE & DESIGN REQUIREMENTS

Resolution

300

Save images at 300 DPI (dots per inch) at final size so your ad prints sharp, not blurry.

File Format

PDF

PDF preferred. JPG or PNG also accepted. Please avoid Word or PowerPoint files.

Color Mode

CMYK

CMYK is ideal for print. RGB is okay if CMYK isn't available — colors may shift slightly.

Text and Fonts

Aa

Flatten or outline text, or embed fonts, so your words display correctly on any computer.