



mlk

hope. change. peace.

Full Page w/ bleed	8.75	11.125
Full Page no bleed	8.0	10.0
Half Page	8.0	5.0
Quarter Page	4.0	5.0

We prefer print-ready ads as PDF files.

We also accept Photoshop (.PSD), TIFF, EPS, and JPEG files – however, the resolution for these must be at least 300 dpi.

If sending a JPEG, please save at the maximum quality setting.

Ads may be compressed as ZIP files.

Shadow detail for all greyscale images should be set at an 82% black point.

Highlight areas should be at a 2% white point. Image resolution is 300 dpi at 100% size.

Please send all ads to [eli@eliblairmedia.com](mailto:eli@eliblairmedia.com)

Questions? 415-861-8861

Ads can also be sent on CD or Zip disks.

ELI BLAIR MEDIA  
140 Church Street  
San Francisco, CA 94114

Attn: MLK Booklet

## PRINT SPECIFICATIONS



Please save and send your files as follows:

EXAMPLE:  
Name of business: Joe's Bar  
Ad Size: Half Page

Save file as HALFPAGE\_JOESBAR

## NAME YOUR FILES

