



Willow Glen Home Tour Advertising Guidelines

Thank you for supporting the San Jose Day Nursery by purchasing an Ad in the Willow Glen Home Tour Program Booklet. To ensure you get the best possible results, please follow these guidelines.

Full-page Ad	4-1/2" wide x 7-1/4" high
Half-page Ad	4-1/2" wide x 3-1/2" high
Quarter-page Horizontal Ad	4-1/2" wide x 1-5/8" high

Instructions for producing high-quality artwork:

1. Your ad should be designed in **BLACK and WHITE** or **GRAYSCALE** artwork.
2. Save your ad as a **HIGH-RESOLUTION GRAPHIC**, at least 200dpi (dots per inch). Do not use images from your website in your ad, as they are low-resolution (72dpi), and will make your ad appear fuzzy or have jagged edges.
3. For best results, e-mail your artwork to **afenton.2000@gmail.com** as a digital file saved in one of four formats: **EPS, TIF, PDF, or JPG**. If you send any other format, your ad may not appear the same in print as it does on your computer.
4. If your file size is larger than 1Mb, **safeguard your artwork** by saving it in a compressed archive (or a *.zip file) before you email your artwork.
5. If you **cannot** submit Digital Artwork, including your **Logo**, mail a **HIGH QUALITY CAMERA READY** printout of your Ad or Logo to the following address: Alice Fenton, 1162 Carrie Lee Way, San Jose, CA 95118

San José Day Nursery is a 501(c)(3) organization, Tax ID #94-1164664

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