



## **GRAPHIC GUIDELINES:**

### **LOGOS / PHOTOS:**

We are happy to put full color photos of yourself and/or logos of your company or restaurant. In order to obtain the best quality printing, please adhere to the following:

### **RESOLUTION:**

Generally speaking, obtaining graphics off of a company website is not desired. The resolution looks fine on a monitor, but will print very poorly. Logos should be high-resolution, between 250 and 300 dpi. Please send hi-res copies of your company logo. For restaurants, hotels, event centers, etc., you can usually call the restaurant's advertising or marketing department, and have them e-mail you a hi-res copy. In our experience, they will be more than happy to oblige, as you are giving them free advertising for their business. In most cases, acceptable graphics formats are .tif, .jpg, .eps, .bmp, or .pdf. Please **DO NOT** place a graphic into a Word Document and then e-mail a Word file.

### **ORIGINAL PHOTOS & AD-SLICKS:**

If the logos are not available electronically, you can mail your photograph, ad slick, letter-head or business cards by U.S. mail and then we can scan them and return the originals at your request. If you choose this, please be aware of your timetable to assure that we can receive the mail in time to add to your invitation and still make our printing deadlines.

### **DEADLINES:**

Our printing deadline for each given day is 2:00 p.m. EST. Anything approved before then will go to print that night. Anything later than that will go to print the next day. These are deadlines cannot be changed. The average amount time span once your invitation goes to print to complete fulfillment and mailing is 7 business days. Depending on your geographic area, we send your mail out 14-35 days before your first seminar event. Once you know how many days out your area mails, you use 7 business days to estimate when your artwork needs to be approved to go to print.