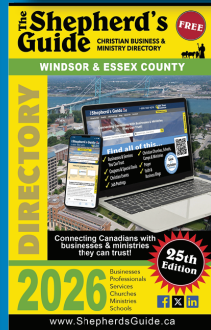
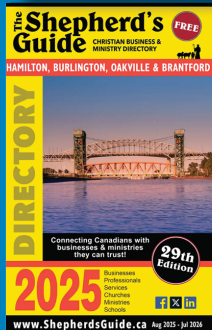
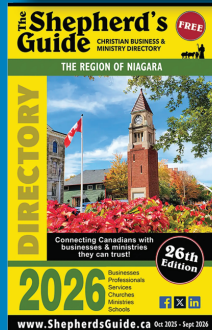
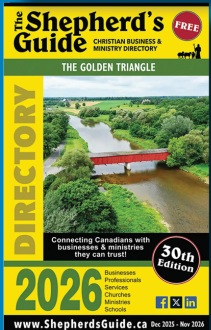
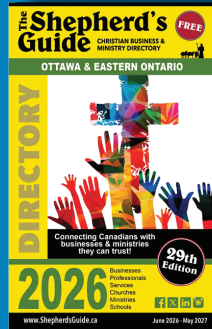
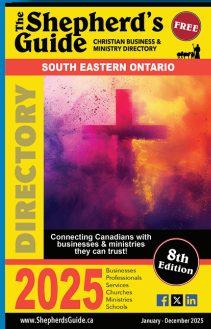
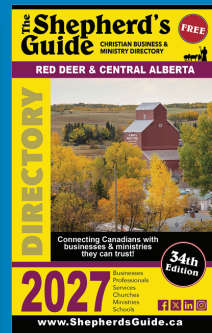
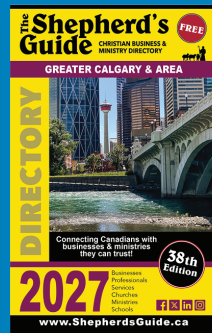
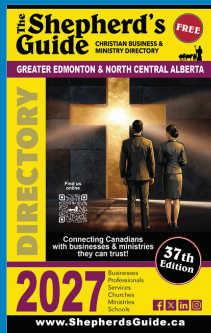


Our Ad Guidelines



ADVERTISING GUIDELINES

THE SHEPHERD'S GUIDE SHEEP & SHEPHERD LOGO

We require space in the bottom right-hand corner of your ad to attach our logo if you have signed the statement of faith.

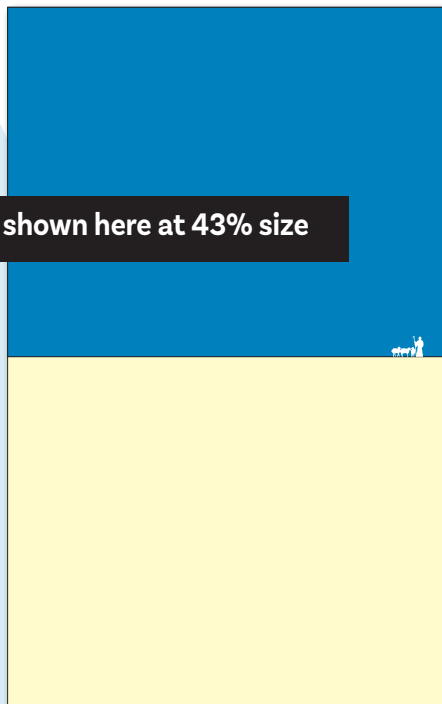
The dimensions required are: 0.3865 in by 0.25 in



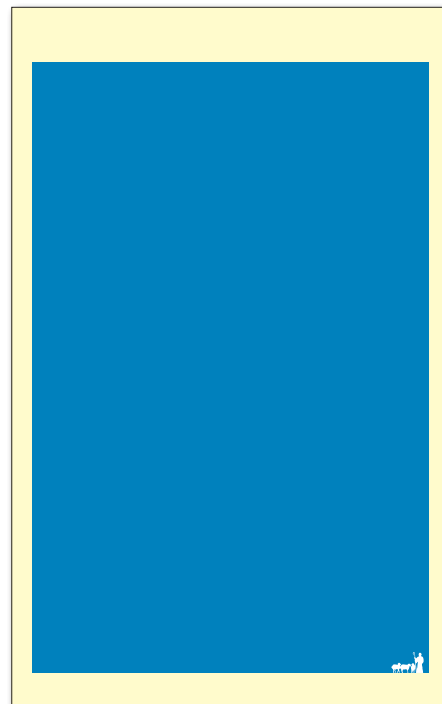
Ad and TSG logo images shown here at 43% size



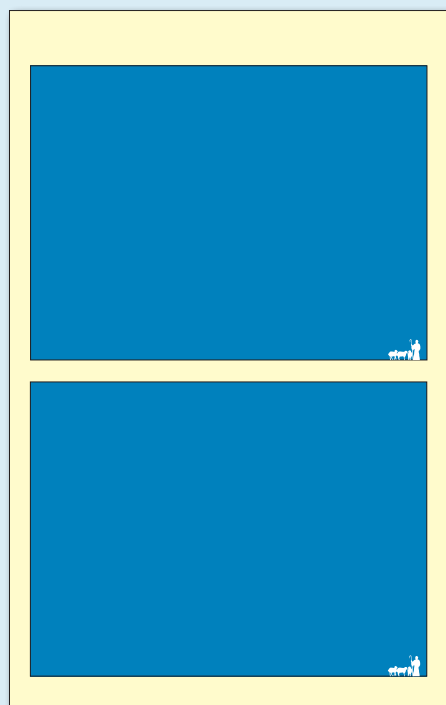
INSIDE OR BACK COVER
FULL PAGE



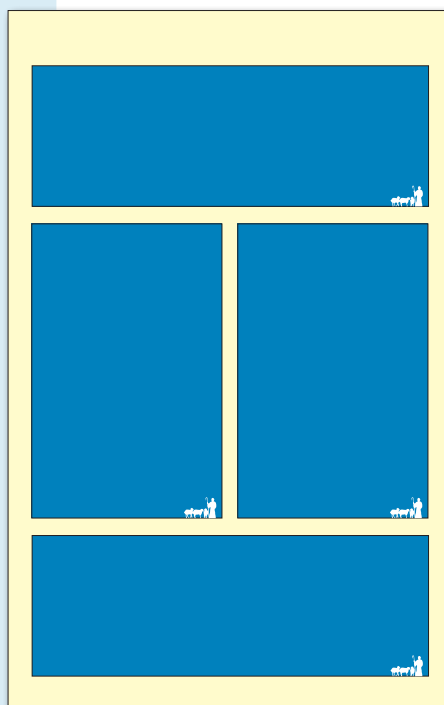
INSIDE COVER
HALF PAGE



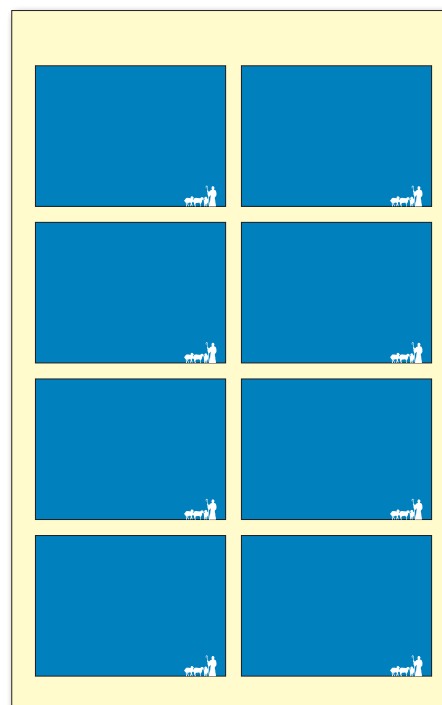
FULL PAGE AD



HALF PAGE AD



QUARTER PAGE AD - HORIZONTAL



EIGHTH PAGE AD



Dimensions for all ad sizes

REGULAR ADS

Regular ads do not require a bleed

FULL PAGE

Finished Size: 4.75 in by 7.3125 in

HALF PAGE

Finished Size: 4.75 in by 3.5625 in

HALF PAGE (horizontal)

Finished Size: 4.75 in by 1.69 in

HALF PAGE (vertical)

Finished Size: 2.28 in by 3.563 in

EIGHTH PAGE

Finished Size: 2.28 in by 1.69 in

COVER ADS

Cover ads are best with a bleed

FULL PAGE

Finished Cover: 5.25 in by 8.375 in
Text safety area: 4.75 in by 7.875 in
Size with bleed: 5.75 in by 8.875 in

HALF PAGE (inside cover)

Finished Size: 5.25 in by 4.19 in
Text safety area: 4.75 in by 3.69 in
Size with bleed: 5.75 in by 4.69 in

FILE FORMATS

This document is designed to provide technical information for production personnel for ad submissions to The Shepherd's Guide.

PRINT ADS

All completed ads are to be submitted in PDF format.

Make sure your colour space for all of your ad elements is CMYK for your colour ad. For a black ad, all ad elements need to be in grayscale. It is best to do this in the design stage, prior to making your PDF. Your ad, and the elements within the ad should be at no less than 300DPI.

FONTS: all fonts must be 6 pts or larger. We recommend 8 pts or larger for contact info for readability. Text smaller than 6 pts in print is unreadable for many people.

ChatGPT/AI generated ad designs are NOT acceptable for the following reasons:

1. They are not high enough resolution for print and they will print fuzzy and will be tagged by the print company.
2. The font sizes rarely meet the minimum required size of 6pt for print and will be tagged by the print company.
3. There is often too much text for the ad making it too busy.
4. The contact information is always the smallest font on the page, and it should be prominent.
5. They are most often not editable.

Canva designs ARE acceptable

1. You can «Share» the file by downloading it as a «PDF print» file with «flattened» checked and in CMYK if your account allows it. OR
2. You can «Share» the design by clicking on the + symbol under «People with access» and entering our email address graphics@shepherdsguide.ca. We will ensure all fonts meet specs, download it the way we need it, and send you a proof.

LOGOS

The best logo format is vector: .EPS or .AI with all type converted to curves. If vector is not available, logo needs to be supplied in the highest resolution possible.

PHOTOS

Please supply the highest resolution photos you want in your ad to avoid pixelation.

TEXT

The best text format is .RTF or .DOC. Text can be in Word, WordPerfect, or straight text (including in the e-mail message).

WEB ADS

These are saved as .webp files from the final print ad. It is not necessary to provide this as a separate file.

FEATURE LOGO

This image appears when specific services are searched for on the website. We will create this from your logo file floating in a box sized **480 px wide by 314 px tall**.

BANNER ADS

Banner ads appearing on the front page of our site are required in PNG format at **480 px wide by 213 px tall**.

COUPONS

Ad packages containing coupons are to be submitted in PNG format using the half page print ad size, and saved at **1000 px wide**.