



# Resource Directory Style Sheet

### Inline Listings:

Basic Listing           Maximum 40 characters per line  
 Bold Line                Maximum 30 characters per line

### Display Ad Specifications:       Dimensions:

Full Page Vertical Ad       4.75" x 7.75"  
 1/2 page Horizontal Ad     4.75" x 3.785"  
 1/2 page Vertical Ad       2.275" x 7.75"  
 1/4 page Vertical Ad       2.275" x 3.785"

### Resolution/Color:

- 300 dpi from original artwork
- CMYK– color will be limited to a very few selected pages
- Black & White or Gray Scale

### Accepted File Formats:

- High Quality PDF File– 300 to 450 dpi at full size.
- Illustrator EPS– Fonts need to be converted to outline before sending, 300 to 450 dpi at full size.
- Photoshop TIF or high resolution JPG file– 300 to 450 dpi at full size.
- Quark– Please collect all fonts images used in the ad.
- InDesign– Fonts need to be converted to outline before sending, 300 to 450 dpi at full size.

### NOT Acceptable file formats:

- Page Maker or Publisher Files
- 72 dpi or low resolution files taken from the web
- RGB Files
- Web graphics
- JPG (low resolution)
- GIF
- PNG

Ad size display at right not to scale

1/4 page vertical display ad

Two line listing  
 Stonewall Alliance Center 530.893.3336  
 2889 Cohasset Rd Ste 5 Chico 95973

Three line listing w/ one bold line  
**Stonewall Alliance Center**  
 530.893.3336 www.stonewallchico.org  
 2889 Cohasset Rd Ste 5 Chico 95973

Boxed inline listing

**Stonewall Alliance Center**  
 LGBTIQ-S Community Center  
 530.893.3336 www.stonewallchico.org  
 2889 Cohasset Rd Ste 5 Chico 95973

All Bold Boxed inline listing

**Stonewall Alliance Center**  
**LGBTIQ2-S Community Center**  
**530.893.3336 www.stonewallchico.org**  
**2889 Cohasset Rd Ste 5 Chico 95973**

1/2 page horizontal display ad