

Our State's production team is available to help get your ad into layout at no additional charge. If you would like *Our State* to assist with your ad design, we will need you to supply the following materials:

TEXT

Our designers do not write ad copy. Please provide all of the text that you would like to appear in the ad. This may include:

- Header + Body Copy
- Call to Action / Call Out
- Contact Information
(Location, Phone, Website, etc.)
- Social Media and/or other Icons
- Image Captions / Photography Credits
- Fine-Print Text

LOGO

We prefer .eps, .ai, or .pdf files for logos, but can also accept .jpg or .png files if they are fairly large.

IMAGE(S)

If you would like images included in the ad, we will need to receive large .jpg or .tiff files of the photos. We recommend that images for full-page ads be a minimum of 2,500 pixels wide (anything larger is great!). Please do not resize images to meet this requirement, as it will decrease the photo quality.

If you are sending several images that are too large for one email, you can upload everything to <http://ourstate.wetransfer.com>. If you prefer to send a link to a Dropbox or Google Drive folder, please adjust the permission settings so anyone with the link can view.

Please note that we cannot save images directly from your website, as they are not print quality. *Our State* also has access to a large library of stock photography if you have a specific idea in mind but are unable to provide an image.

OTHER

These are not required, but if you have any color or font preferences, branding guidelines, sketches or mock-ups, samples of past advertising, examples of other ads or layouts that you like, or any additional notes for our design team, feel free to send those over.

In order to design an ad that will represent you best within the pages of our magazine, we suggest focusing on high-quality photography; a clear, direct message; and an overall clean, sophisticated look. Advertising design samples are available upon request.

Your contract for advertising with *Our State* includes up to three complimentary design proofs. Additional creative will be charged by the hour with a one-hour minimum.