

Gotham 2007 Journal Advertisement Specifications

1. Most file formats are acceptable (i.e.: JPG, TIFF, BMP, PDF). However, please avoid submitting artwork saved in the EPS format. Artwork can be created in any program, such as Photoshop, PowerPoint, CorelDraw, Microsoft Word, Freehand, etc. It does not matter if the artwork was created on a MAC or PC. When sending the file please specify the program that created it and the computer platform (MAC or PC).
2. The Journal dimensions are:
 - a. Full page – 4 ½ x 7 ½
 - b. Half page – 4 ½ x 4 ¼
 - c. Business card
3. Since the Journal is printed in black and white, if a hard copy of the advertisement is being sent, please do NOT use an inkjet printer. All hard copies will need to be scanned. This means the original ad should be the highest possible quality. It is recommended that your ad be printed on a laser printer (600dpi or higher).
4. Since the Journal is a black and white booklet please DO NOT USE COLOR when creating your advertisement. Again, we want to give you the best possible quality; consequently we request that you refrain from using color.
5. Please **mail** to the contact listed below.

Todd Denmark
13 Springfield Circle
Central Islip, NY 11722
Todd@gothambowling.com

6. Gotham Open Journal/Program Chairperson must be notified of all advertisements being placed in the Journal. All technical questions are to be directed to the Journal/Program Chairperson.
7. ALL advertisements submitted are subject to approval by the Gotham Open Executive Board and its Representatives.