

PATIENT PACKETS™

P.O. Box 832102, Delray Beach, FL 33483
Tel: (561) 243-2035 Fax: (561) 859-0664



ADVERTISING SPECIFICATION SHEET

Ad Sizes and Dimensions:

Half Pocket Ad: 3.75"W x 3"H

Full Pocket Ad: 7.75"W x 3"H

1/8 Page Ad: 4"W x 2.75"H

1/4 Page Ad: 8.5"W x 2.75"H

1/2 Page Ad: 8.5"W x 5.5"H

Full Page Ad: 8.5"W x 11.5"H

When having Patient Packets LLC create your ad:

Please provide a rough layout of the ad, including placement of text, photos, logo, etc.

Please provide text and artwork (logos, photos) as separate files. Stock photos can be provided for you if needed.

Artwork: Hard copy photos and artwork accepted.
Digital files must be a minimum of 300 dpi.

When creating your own advertisements:

- Ads should be created in Apple Macintosh-compatible software: InDesign, QuarkXpress, Illustrator, Photoshop (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. RGB color and JPEG file formats are not accepted.
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc., **MUST** be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

Submission Instructions:

Artwork can be submitted via email to pdurocher@patientpackets.com or via mail, UPS, or other carrier to: Advertising Coordinator, Patient Packets, P.O. Box 832102, Delray Beach, FL 33483.

Please provide your name, company, contact information, and the name of the client hospital with all submissions.

For design or submission questions, please call (561) 243-2035.

