

Deadlines for copy and ads

Friday, August 17

Charitable Choices Guides:

Email to Tim@CharityChoices.com, with your organization name and either “Why Support,” “Display Ad,” or “Both” in the subject line.

“Why Support Your Work”

We do the layout for this page. You just need to provide us with:

Description: Up to 75 words in response to this question. We can help get it down to 75 words if needed.

Tagline: Slogan up to 10 words.

Photo Size: 250 dpi or larger (small print)

Logo: An original file is best, or the largest image you have of your logo.

Charity Story:

Up to 350 words plus a photo or logo, both black and white. We can convert a color photo. Photo file should be at least 250 KB. Logo file should be at least 100 KB.

Display ads: Ads are Black and White with one highlight color. The color depends on the guide. If your ad is in more than one

guide, you can give us one ad with one of the three colors and we can change the color for the other two guides. The colors are:
National Guide: PMS 144 (orange)
DC Guide: 485 (red)
Holiday/Post Guide: 340 (green)

Small Vertical (1 $\frac{3}{8}$ ” x 2 $\frac{1}{4}$ ”)
Tall Vertical (1 $\frac{3}{8}$ ” x 4 $\frac{5}{8}$ ”)
Large Vertical (2 $\frac{7}{8}$ ” x 4 $\frac{3}{4}$ ”)
Medium Horizontal (2 $\frac{7}{8}$ ” x 2 $\frac{1}{4}$ ”)
Large Horizontal (4 $\frac{3}{8}$ ” x 2 $\frac{3}{8}$ ”)
Square (4 $\frac{5}{8}$ ” x 4 $\frac{3}{4}$ ”)

Programs we support: Ads can be done in Adobe Illustrator EPS, Adobe Photoshop EPS, Freehand EPS, Acrobat High-Resolution PDF or InDesign.

Photo Size: Photos should be 300 dpi. Line screens should be 150 dpi

Military Insert:

Email to Tim@CharityChoices.com, with your organization name and “Military Insert” as the subject. Ads are full color.

Ad sizes:

Large vertical (2.5” x 4.5”)

Small vertical (1.25” x 2.25”)

Large horizontal (3.875” x 2.25”)

Medium horizontal (2.5” x 2.25”)

Programs we support: Ads can be done in Adobe Illustrator EPS, Adobe Photoshop EPS, Freehand EPS, Acrobat High-Resolution PDF or InDesign.

Photo Size: Photos should be 300 dpi. Line screens should be 150.

Recreation News special CFC section and *Weekend Edition* Email Campaign:

Email ads to Tim@CharityChoices.com, with your organization name and “Rec News” as the subject.

Full color display ads

Horizontal Display Ad (3 1/4” x 3”)

Vertical Display Ad (3 1/4” x 5”)

Programs we support: Ads can be done in Adobe Illustrator EPS, Adobe Photoshop EPS, Freehand EPS, Acrobat High-Resolution PDF or InDesign.

Photo Size: Photos should be 300 dpi. Line screens should be 150.

We do the layout for this page. You just need to provide us with:

Why Support Your Work? Up to 75 words in response to this question. We can help get it down to 75 words if needed.

Tagline: Slogan up to 10 words.

Photo Size: 250 dpi or larger (small print)

Logo: An original file is best, or the largest image you have of your logo.

For the email (*applies to all charities in our Rec News Special Section*):

We need a small color photo that can be low resolution (2-300 KB), plus up to 50 words about your charity’s work. It can be vertical or horizontal. We can use one of the photos on your page in our website. Here is an example:



Through the **Combined Federal Campaign**, you can support charities working in all kinds of ways to make a difference in the world. [Food For The Poor](#) serves the poor in 17 countries in the Caribbean and Latin America, providing food, housing, water, healthcare, education, emergency relief and micro-enterprise assistance. After the Haitian earthquake, it built more than 6,700 homes for displaced families. CFC# 10328. Please [read its story](#).

CharityChoices.com Website

Banner Ad: These should be 337 x 195 pixels and 72 dots per inch (dpi). Dimensions are 4.68” wide by 2.7” high. See an [example on our website](#), top right column.

Web Display Ad: If you have a medium horizontal ad or larger in our guides, Military Insert or *Recreation News* special section, you will receive a free medium horizontal ad on our site. We will use the ad you submit for the guides. See an [example on our website](#), in right column, under the revolving banner ads.

Charitable Choices specifications and materials due dates

If you need to produce an ad for our website: Size is 2 7/8" by 2 1/4". Ads can be done in Adobe Illustrator EPS, Adobe Photoshop EPS, Freehand EPS, Acrobat High-Resolution PDF or InDesign.

WEB Story: Up to 750 words plus a color photo (your logo will already be on the page). Photo should be under 1 MB. This photo is in addition to the four photos you have on your main page in our site and that will also appear on this page.

For your web page: here is [a link to our fill-able form](#) for providing us the information for your page. Here are [the questions](#) each charity answers.