



PHATS/SPHEM DIRECTORY ADVERTISING SPECIFICATIONS

ARTWORK SPECIFICATIONS

Directory Logos

Logos must be high-resolution (at least 300 dpi). Preferred file formats are Illustrator .AI, .EPS, or PDF files. Also acceptable are TIFS or .JPG. All type should be outlined or converted to paths. Any images in the logo must be embedded. All logos are displayed in black and white. If you have a specific version of your logo for black and white use, please include that.

ADVERTISING & SUPPLIER LISTING SPECIFICATIONS

Display Ads

CARDSTOCK OR DIVIDER PAGE ADS

Size 3.75 x 6.25
Bleed None
Color CMYK

COVER ADS

Size 5 x 7
Safe Area 4.5 x 6.5 – *please allow a bit more space without copy on whichever side of your ad the spiral coil sits*
Bleed 5.25 x 7.25
Color CMYK

Acceptable file formats: .PDF, .AI, .EPS, .JPG
Image Resolution: 300 DPI or higher
Fonts: Outlined or converted to paths

Supplier Listings

Supplier listings are in black and white and can be purchased as 1/3, 2/3 and full pages. The average 1/3 page listing will hold 3-4 contacts. A listing consists of your logo, company contact information and individual contacts.

View samples of Display Ads & Supplier Listings at <https://www.phats-sphem.com/advertise>

*****Third Party Rights*****

Please do not submit any materials unless you have obtained necessary rights from all third parties, including the National Hockey League and its member clubs, whose properties appear in your advertisements.

Contact Information

All artwork for the Directory should be e-mailed to jshepherddesign@cox.net. Please contact Jill Shepherd at jshepherddesign@cox.net or at (623) 326-0383 should you have further questions about ad files/specs.