

Please use the InDesign templates provided to prepare your files.

▼ [Download INDD templates](#)

QUESTIONS? ▼

Please contact **Deb D'Angelo**
(ddangelo@adcouncil.org)
or **Myra Mendoza**
(mmendoza@adcouncil.org).

PRODUCTION CHECKLIST ▼

Please use the checklist to ensure all materials you submit meet the Ad Council's specifications.

Please submit all files and required forms via link to the appropriate Ad Council Campaign Manager.

Campaign: _____

Agency Contact: _____

- Original comps should be created in **InDesign** with support files created in *Photoshop* and *Illustrator*.
- When supplying multiple creative for print or OOH, please supply each as its own single page InDesign document. Please, no multi-page InDesign documents.
- Magazine ads are 4C process, newspaper ads are both 4C and BW.
- Final, hi-res artwork, including any retouching, should be supplied in *Photoshop*, at 300dpi or higher (please leave layers intact).
- In InDesign, effective PPI and actual PPI of linked and embedded images should be at 300 or higher at 100% of the mechanical size: 7"w X 10" h for full page magazine and 11.5"w X 21" h for full page newspaper.
- All supporting Files, Logos, and Fonts should be included.

PLEASE NOTE: If you are providing fully built mechanicals, having made special arrangements with your Ad Council campaign team, please download and review the **[Print for Agency Mechanicals Specifications](#)**.