

## IMPORTANT POINTS

- + Use high-res images
- + Include company name and program title (SPGP) in filename

In order for your ad to meet minimum quality requirements, please follow these four steps:

## 1 DESIGNING

- Download the appropriate design template at [ae-engine.com/ad](http://ae-engine.com/ad). There are five types of ads for the Sarasota Polo Gameday Program.

### ADVERTISING OPTIONS

- |                          |                          |
|--------------------------|--------------------------|
| ■ Two-page ad:           | SPGP Ad 2 Pg.idml        |
| ■ One-page ad:           | SPGP Ad 1 Pg.idml        |
| ■ Half-page ad:          | SPGP Ad HLF Pg.idml      |
| ■ Half-page Vertical ad: | SPGP Ad HLF Pg Vert.idml |
| ■ 1/4 page ad:           | SPGP Ad QTR Pg.idml      |

## 2 PROOFING

- Is the ad internally approved by all necessary parties?
- Are all of the images high-resolution (at least 300 dpi)?

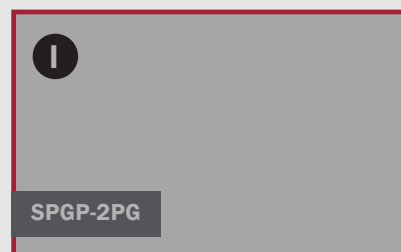
## 3 EXPORTING

Export the original design file as a press-ready PDF.

- Confirm the title of the PDF you send includes:
  - 1) Your company (or client's) name
  - 2) The program title abbreviation (SPGP)
  - 3) The ad size (1PG, HALF, 4TH)

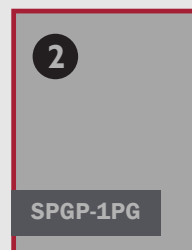
## 4 SUBMITTING

- Go to: [ae-engine.com/advertising/upload-ads/](http://ae-engine.com/advertising/upload-ads/)
- If you have any questions, please contact:  
**Joe Rabuck at [jrabuck@ae-engine.com](mailto:jrabuck@ae-engine.com)**



### + TWO-PAGE AD

- Document Size:  
W: 16.5  
H: 10.5



### + ONE-PAGE AD

- Document Size:  
W: 8"  
H: 10.5"



### + HALF-PAGE AD

- Document Size:  
W: 8"  
H: 5.15"



### + HALF-PAGE VERTICAL AD

- Document Size:  
W: 3.85"  
H: 10.5"



### + 4TH PAGE AD

- Document Size:  
W: 3.85"  
H: 5.15"