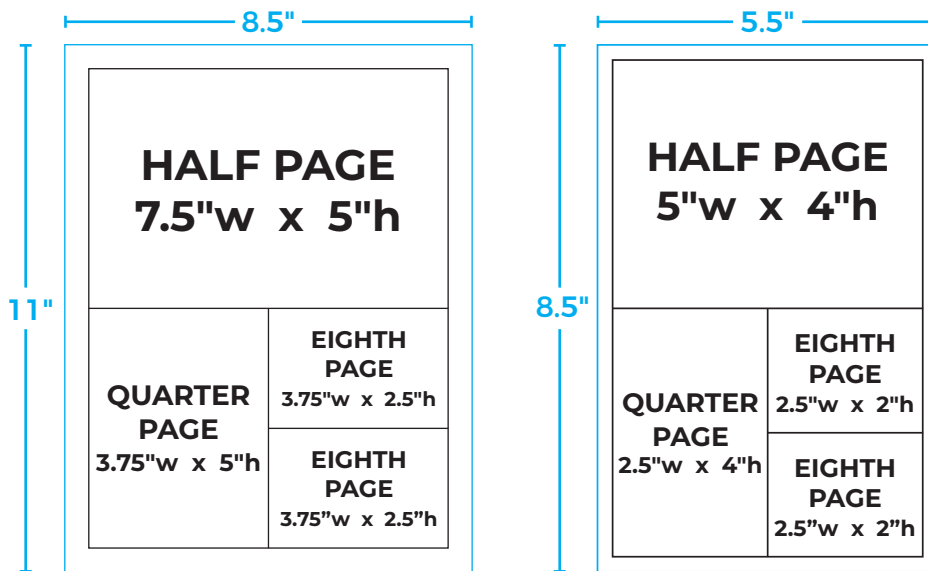# PROGRAM BOOK TIPS & GUIDELINES

Organizational best practices for saving time, smooth workflow and faster turnaround time

- **SIZE:** How much information and the number of ads that will be placed in the book should determine the size of the program. You're salesman can guide you with this but typically larger program books are 8.5"w x 11"h and smaller program books are 5.5"w x 8.5"h

- **COLOR:** Make your program stand out by making the cover of your program full color. Save cost by having the text print in black ink only.

- **PAGE COUNT:** Final number of pages needs to be **divisible by 4 for a stitched book**

- **RECOMMENDED AD SIZES**

Book Size

Make sure to include these specifications to your customer **and** specify width and height.

- **FILE FORMAT:** Ads should be provided in high resolution (300 dpi) PDF, JPG, or TIF format.

- **WHAT TO PROVIDE US:**

  - **ALL ads in one folder or folders within folder**, provided at one time. This folder should be placed on a USB flash drive or sent to us using our WeTransfer site (mccartyprinting.wetransfer.com).

  - **Ads labeled accordingly - name & size**
    (ex. "Joe Smith half page.jpg" or "J Smith HP.pdf"). This eliminates confusion and the need for the player/customers paper form, and is the preferred ad format. If the ad cannot be provided digitally, the physical ad should have no creases or staples for best results.

  - **Page order & instruction**
    - **What ads/info go where?** *(ex. Front cover, inside front cover, page 1, center spread, etc.)* It is very helpful to have dummy/mock-up book or instruction list. If advertisement placement is not critical, those do not need to be listed. They will be placed at designers discretion.

  - **Fillers:** If after all ads are placed, there is still blank spaces or pages left, what is to fill these spaces? *(ex. upcoming events, notes page, autograph page, photos, etc.)*

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