

## Instructions to Create a Spirit Ad

Ad sizes are:

Full Page - 8.5 x 11 with bleed edge

1/2 Page - 8.5 x 5.5 with bleed edge

1/4 page - 4.25 x 5.5 with bleed edge

### **If using PowerPoint:**

1. Go to the Design tab, then Slide Size and then to Custom Slide Size. Change the slide size to the size of your ad.
2. Only use photographs 300 dpi or greater (to check the dpi of your photo go to [www.infranview.com](http://www.infranview.com) and download & install).
3. Set the default for viewing photos to Infranview.
4. Open your photo in Infranview. Go to the Image tab and then to Resize Resample to see the size of your photo and the dpi. If it is less than 300 dpi chances are it will appear blurry and pixelated,
5. When your ad is complete save as a .pdf file and name it: Ad\_Your Name\_size of ad.pdf.

### **If using Publisher:**

1. Go to the Page Design tab. Then go to Size and then to Create New Page Size. Put in the dimensions of your AD.
2. Follow instructions 2-5 under Powerpoint.

### **If using the online app CANVA:**

1. Go to Create a Design, Custom Size. Add your ad size in inches.
2. Add your elements, text, backgrounds, etc.
3. Before uploading & adding your photos following bullet points 2-4 from the Powerpoint instructions above.
4. In CANVA go to the File tab and check off show guides and show print bleeds.
5. When you're finished creating your ad, Download as a PDF Print-High Quality. Make sure to check the box that says - crop marks and bleeds.
6. Follow step 5 under Powerpoint above for naming your file.