



keys for camps™

2060 43rd Street SE, Grand Rapids, MI 49508  
 phone: 616.647.4500 toll free: 888.224.2324  
 keysforcamps.org

**PLEASE NOTE OUR  
 NEW TRIM SIZE.**

If you choose to create your own ad (see item #4), please note our new size requirements. Alternatively, you may send photos and we will create your ad for you.

REVISED 04/2021

**SEND US FOUR ITEMS FOR YOUR PERSONALIZED WRAP-AROUND COVER.**  
 UPDATE YOUR INFO EACH QUARTER OR SEND THESE ASSETS ONCE FOR THE YEAR.\*

- 1 YOUR LOGO.** A clean, print-resolution version of your organization's logo, minimum 300 dpi. Wraps are printed in one color (black) only.  
**Acceptable file formats:** PDF, EPS, AI, TIFF, PSD, BMP, JPG, PNG (high resolution only)  
**Please Note:** The logo from your website is usually **not** adequate for print use.
- 2 YOUR GREETING LETTER** for the inside front cover. Keep in touch with your campers, announce upcoming seasonal events, etc. TXT, RTF, or MS Word. Maximum 300 words.
- 3 A GRAPHIC OF YOUR SIGNATURE (OPTIONAL)** for your greeting letter, if you want your letter to be signed personally (see #1 for acceptable file formats).
- 4 YOUR AD OR PHOTOS FOR YOUR MINISTRY/FACILITY.** You may produce a full-page ad and send it to us, or simply send us up to four photos and we'll create your ad for you.

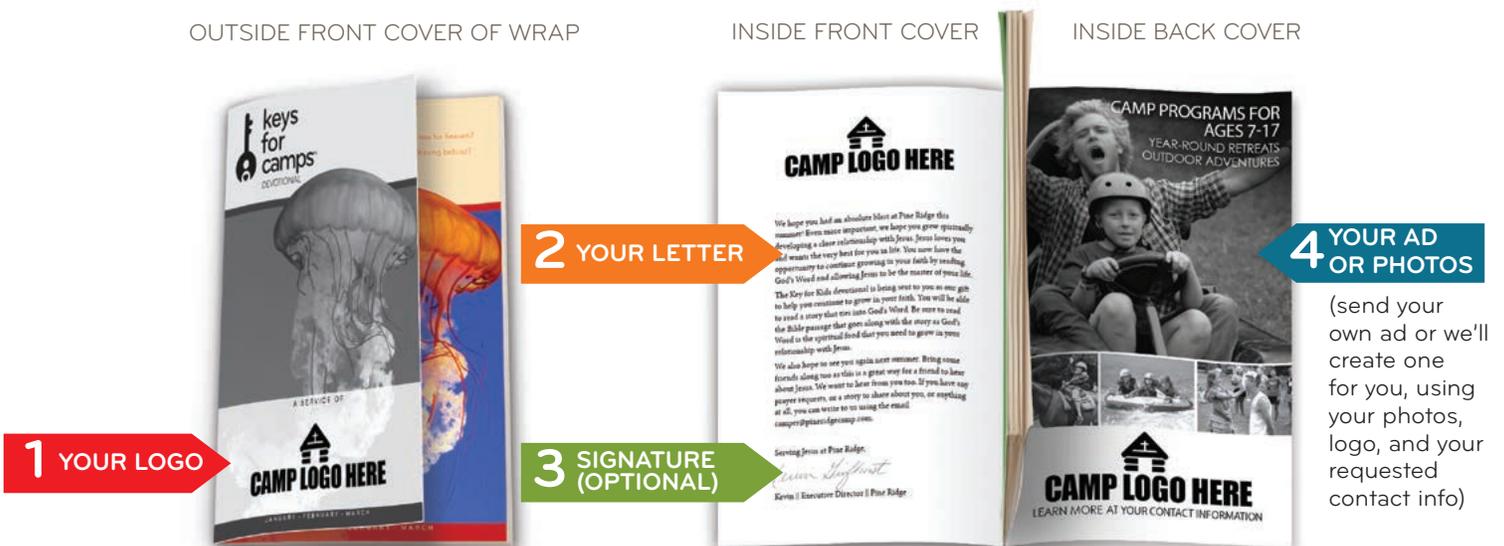
**IF YOU PRODUCE YOUR OWN AD:** The page is 5.375" x 8.375" Add 1/8" to all sides to fill the page to the edge (full bleed=5.625" x 8.625"). Place words no closer to any edge than 1/2"— so "live area" is 4.375" x 7.375" (see #1 for acceptable file formats). See next page for diagram/template.

**IF YOU SEND PHOTOS:** Send 1 to 4 images and we'll create an ad for you using your images, logo, and your specified contact info, schedule, or special event details. For best results, photos should be at least 1600 pixels wide. Photos taken from your website may not be adequate quality for print. Let us know what contact information you'd like included (phone, website, email contact, etc.)

OUTSIDE FRONT COVER OF WRAP

INSIDE FRONT COVER

INSIDE BACK COVER



To upload your assets, email to [design@keysforkids.org](mailto:design@keysforkids.org)

\*It's to your advantage to update your information each issue, announcing seasonal events, news, schedule changes, etc. If you're busy, you may prefer to send your assets *once*, for use in all four issues. We'll remind you of due dates each quarter (typically the first week of March, June, September, and December). If you don't send new assets by these dates, we'll assume you want us to re-use previous info.

## AD TEMPLATE/EXAMPLE

**IF YOU PRODUCE YOUR OWN AD:** The page is 5.375" x 8.375" Add 1/8" to all sides if you want to fill the page to the edge (full bleed=5.625" x 8.625"). Place words no closer to any edge than 1/2" – so "live area" or "safe area" is 4.375" x 7.375" (see #1 for acceptable file formats).

TRIM SIZE 5.375" x 8.375"

WITH BLEED: 5.625" x 8.625"

SAFE AREA 4.375" x 7.375"



**DON'T MISS OUR  
WINTER CAMP**  
JANUARY 15-22

SIGN UP AT [YOURCAMPNAME.COM](http://YOURCAMPNAME.COM)

**CAMPLOGO**  
CAMP CONTACT INFO HERE