

How To Use the PHIP Ad Template

- The file called “**PHIP_ad_formats**” contains all the files for the print ad.
- In the file there is a PDF document called “**demo_ad**” that provides font names, sizes and some directions about using file formats.

There are two different files of print ad artwork:

Files for your use:

- “**PHIP_ad_formats**”: There are three documents in this file in addition to the “demo_ad”. All three files are the same ad, but in different formats. These formats (a JPEG, a TIF and an EPS file) are for your use if you want to use the ad in an internal publication or work with it yourself. To use any of these template files, you’ll need to place it in a layout program like PageMaker and then insert your own copy, logo(s) and phone number right on top of the existing artwork, which will serve as your background.

Files for use with a newspaper or magazine:

- “**PHIP_ad_for_pubs**”: This file folder is for use if you are placing the ad in a newspaper or other publication. It contains the native artwork files and fonts. Give the file to the publication and they can size it for layout and they can drop in whatever text and logo(s) you would like to use. These files are in Freehand 9.0 and you will probably not be able to open them, but any graphic designer or publication should be able to work with them.