

General Instructions for submitting Ad Information for Publication in the Preview

1. Use hi-resolution JPEG photos, word processor for text, and bitmap for graphics.
For photos, generally they should be greater than 300 KB. More specifically, a mouse-over will show actual dimensions. Divide the width by 300 – if the result is greater than the size in inches desired, it's OK. Change the file names of photos to describe the photo. i.e. 'Sam Jones' instead of 'DSC 25'
Do NOT embed photos, text, etc. together in a Word Document – unless as a layout.
2. Send the above Ad Copy as email attachment(s) to the FSA Preview Editor
3. Send a copy of the Order Form to the FSA Treasurer, with either a Check, or a request for an Invoice.
4. Send a layout if necessary (i.e. scanned drawing) to show where pieces should appear.
6. Do not send a PDF unless it is the final document ready to be published As Is.
7. When updating an existing file, remove old corrections & colors – add new changes in Red.
8. If deleting info, just delete it without describing it as a deletion
9. Make any instructions if necessary in Blue.
10. Where there are related columns needed, use one (or more) '=' sign to denote this (don't use tabs or spaces).
For a related columns example, see page 17 (2013-14 issue) .
For an unrelated column example, see page 25 (2013-14 issue, League Standings).
In this type of column it's best to submit the information in 1 long column. I will arrange it in appropriate columns.
11. Include the Ad Size at top of Ad Material and make sure it agrees with the Ad Size on the Ad Order Form.
12. Do not try to Format the ad material – that's my job.
13. Check over carefully what is received and if necessary contact the advertiser for clarification.
14. If necessary, do the advertiser's job for him to generate the proper digital formats.
15. The Preview Editor will review everything and will send a PDF proof copy of the associated pages.
16. When preparing the list of Affiliated Clubs, use the address of the physical location of the courts.
And include the Club President's telephone number after his/her name.

Any questions, please contact the FSA Preview Editor as early as possible.

Ed ONeal, FSA Preview Editor * 16273 Pelican Dr. * North Fort Myers, Fl. 33903-2171 *
shuffler.records@gmail.com

239-656-3083