



Digital Asset Library - Terms of Use

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Quick Usage Guide – Ad Slicks, Radio Scripts, Audio Files

Ad Slicks

Every publication establishes specifications for submitted advertising. The ad slicks created by CertainTeed should meet the requirements of most publications. These ad slicks are “300 dpi,

high-definition PDF” format and will be acceptable whether the publication only accepts digital files (that is the standard today) or if they also accept hard copies for ad placement. Most publications will be able to make minor size adjustments to any ad to fit their format. Contact the individual publication. The advertising department or the publication sales rep will provide you with complete details on how to submit the ad.

PLEASE NOTE: To include your logo with an ad, the preferred format for most publications is .EPS format. The .EPS format is preferred because of the high quality of reproduction and ability to convert it to virtually any format while retaining the high quality. If your logo is not available in .EPS format, publications can use .JPG, .PNG or TIFF format.

Radio Scripts

All radio stations will produce your radio spot as part of the cost of the ad time you purchase. When you purchase the time let the radio station sales rep know that you have a script. When you email the script to the sale rep be sure to include direction on how they include your contact information in the produced spot. While most of the time the contact information appears at the end of the spot you can have it at the beginning of the spot. They should let you hear the finished spot prior to airing. Be sure to ask them to let you hear it to ensure they don't forget to email you the sound file prior to airing. If you have purchased a “live” radio spot (generally more expensive) the announcer will read the script with your contact information.

Radio Sound Files

The size of the sound file means you can send it via email. The radio station will produce and connect an audio file with your contact information to the beginning or end of the spot. As stated above, when you email the audio file to the sale rep, be sure to include direction on how they include your contact information in the produced spot. While most of the time the contact information comes at the end of the spot you can choose to place it at the beginning of the spot.

THE SALES REP FROM EVERY MEDIA PUBLICATION OR OUTLET WILL PROVIDE YOU WITH COMPLETE GUIDANCE ON HOW TO SUBMIT YOUR ADVERTISING.