

**Austin American Statesman**  
**statesman.com**  
**Community Connections**

**The CC page is a space of donated advertising and as such there are some guidelines to keep in mind when designing your ad.**

1. **Your final ad must be delivered no later, than two Mondays preceding the Sunday your ad is to appear.**  
(Ex: Monday the 1<sup>st</sup> for a Sunday the 14<sup>th</sup> ad.)
2. **Deliver your ad to the American Statesman as a clean, laser print-out...**  
Or you may email your ad as a 'pdf formatted file (NOTE: all ads are in B & W, please do not use a CMYK mix for black/grey and be sure to outline your fonts when creating the PDF-see pages 8-17 in "AAS Ad Handbook" for more details.).  
E-mail your file to: pamw@statesman.com
3. **No other sponsors or businesses may be included in the advertisement.**  
(You may however mention them on the *Inside Line* recording,) which accompanies your ad.
4. **No mention of alcohol or "Cash Bars", may be made when describing your organization's event.**
5. **Please keep the ad simple in its description of your event and/or needs: Save the details for your *Inside Line* recording.**
6. **You do not need to include your *Inside Line* # when designing your ad.**  
(This will be done by AAS staff, when laying out the Page.)

**CC Ad Dimensions**

The measurements for each ad appearing on *Comm. Conn.* are as follows:

- **3.7 " Wide x 2.5 " Deep**

<p><b>Example:</b></p> <p><b>Note: This is just an example... be creative!</b></p>	<div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto 10px auto;"><p>Logo or Artwork Here</p></div> <p><b>1<sup>st</sup> Annual Camival</b></p> <p><b>June 1<sup>st</sup> at Zilker Park</b> <i>11 A.M.- 12 Noon</i></p> <p>Bring the kids and enjoy a day at the Park, while helping to support your favorite charity!</p> <p>To contact the Center directly, call 849-9999 and ask for Bob.</p>	<p><b>Please, <u>do not</u> include borders, registration or crop marks on your ads</b></p>
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