



Digital files **MUST** be ready for pre-press.

Editorial pieces **MUST** follow specifications or they will be edited and published without notification.

Sending Files:

Send disks and photographs to:

Midwest ENERGY Association, Attn: Elizabeth Fischer
2119 Cliff Drive, Eagan, MN 55122-3327
Or e-mail them to: elizabethf@midwestenergy.org

Sending files via e-mail:

Files under 7 MB can be sent via e-mail. All other files must be sent on disk. Files can be compressed using WinZip. **If an FTP Site is necessary please contact Elizabeth.**

PC File Formats Accepted and Applications Supported:

.tif	.eps	.ai	.psd
.jpeg	.qxd	.qxp	.png

.pdf - made from Illustrator only

Adobe Photoshop CS3, Adobe Illustrator CS3, QuarkXpress 7.0, Fireworks MX

Company Logos:

.eps or .ai preferred

Resolution:

Files **MUST** be 300 dpi, CMYK or grayscale format.

Committee/Board Members/Speakers/Presentors:

Photographs/Mug Shots

.tif or jpg preferred

Minimum physical size of 2" x 2".

Sponsor Companies:

Company Logo

Gold & Silver sponsor's logo **MUST** be vector based. Either .eps or .ai or .fla.

We CANNOT accept/support:

- ♦ Images embedded in Microsoft Word or WordPerfect files
- ♦ Powerpoint files or images embedded in a powerpoint presentations
- ♦ Graphics embedded in Adobe Acrobat (.pdf)
- ♦ True Type Fonts (fonts with a TT logo)
- ♦ Graphics captured from the internet (low res RGB images)

Important Information

- ♦ Please remember the resolution of 300 dpi or higher
- ♦ If unable to provide graphics at this resolution please send the original file for scanning.
- ♦ Color: 4/color refers to Process Color (CMYK).

Sending Editorial Material:

If you are sending **text** for use in a Product Showcase, Who's Who Directory, Energy Delivery News & Solutions or eConnections, any pc formatted text file can be accepted. (.txt, or .doc)

Images sent for editorial purposes and product showcases must be hi-res, 300 dpi and in a .jpeg, .eps, or .tif file format. A physical size of at least 2"x2". Please do not artificially bump up the resolution in Photoshop, this sacrifices physical size and or quality and sharpness of an image. Lo-res images (72 dpi) cannot be converted to hi-res.

Editorial Deadlines:

Energy Delivery News & Solutions

An eNews article containing Successful Practices.

To submit an article see our online form found under the FAQ tab.

Deadline: First Friday of each month

eConnection

An eNews article containing member information.

To submit articles contact Elizabeth, elizabethf@midwestenergy.org or (651) 289-9600 x108.

Deadline: Second Friday of each month

Exhibitors Descriptions - Annual Operations Conferences:

Electric Conference - Product Showcase

Send a brief, 40 words or less, description of the product(s) being presented. If available, send a photograph of the product to be featured on midwestenergy.org.

Gas Conference - "What's New" Presentation

"What's New" is a classroom session designed to showcase new and/or improved distribution and measurement & controls natural gas products or services. To qualify for a presentation, the product or service must be new or improved. *Applications can be found online.*

Send a brief, 40 words or less, description of the product(s) being presented. If available, send a photograph of the product to be featured on midwestenergy.org.