MARKETIPS

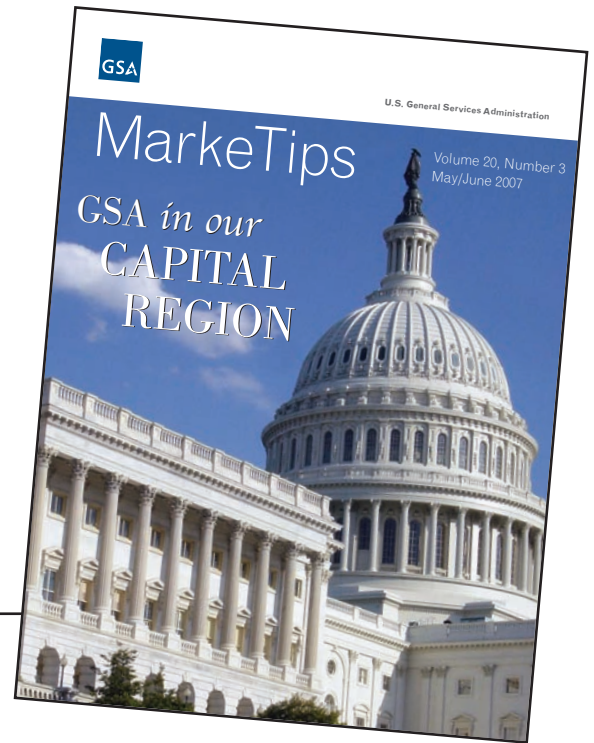## Advertising Specifications and Guidelines

GSA Corporate Partners

Advertisements are permitted in *MarkeTips* to illustrate the breadth of services available from our vendor base. While we try to accommodate every vendor and provide equal opportunities, demand far exceeds the available advertising space in *MarkeTips*.

With a maximum of 20 ad spaces per issue, GSA has space for one GSA contract holder in every 700 on contract during the annual publication cycle. Advertising in *MarkeTips* is provided free of charge. GSA does not guarantee placement.

Vendors should only be published in *MarkeTips* one time.

MarkeTips will only accept ad submissions from designated GSA contacts. Ads submitted directly to the managing editor without prior approval **WILL NOT BE CONSIDERED**. (Refer to "Who To Contact" section of this document.)

GSA will not modify or return any ad submission. Ads submitted that are not in compliance with the specifications detailed in this document will not be accepted for publication. **GSA advises that advertisement development costs be spread across a vendor's promotional program, and not directly linked to *MarkeTips* placement**. Deadlines and submission policies for ad materials can be obtained from your GSA Acquisition Center point of contact listed at the end of this document.

Because ad space is **EXTREMELY LIMITED, vendors should only be published in *MarkeTips* one-time**. Submission does not guarantee placement in any edition of the magazine. Ad selection is at the discretion of the *MarkeTips* editorial staff.

Ads placement does not constitute an endorsement by GSA. GSA does not endorse any corporation or business. All ads submitted are subject to the guidelines and deadlines published in this document and approval by the contract's appropriate GSA managing office. GSA reserves the right to cancel or delay publication for any reason. **These guidelines are subject to change without prior notice.**

VENDOR AD MATERIALS WILL NOT BE ALTERED OR RETURNED

GSA ONLY RECOGNIZES THE ACCURACY OF INFORMATION REGARDING *MARKETIPS* OBTAINED FROM ITS OFFICAL WEB SITE AND PERSONNEL. MATERIALS OBTAINED FROM OTHER SOURCES MAY BE OUTDATED OR INACCURATE.

Ad Content Specifications

Ads submitted, must be in compliance with the following:

- Ads **must** include the GSA*Advantage!*® Starmark logo available on the web at **www.gsa.gov/logos**. Click on GSA Logo downloads on menu at left. There are two exceptions:

  - **Automotive Vendors**
    Must use the GSA AutoChoice Logo downloaded from the web at **www.gsa.gov/logos**. Click on GSA Logo downloads on menu at left.

  - **GSA Global Supply items**
    THE GSA ADVANTAGE LOGO SHOULD NOT APPEAR ANYWHERE IN THE AD. The contract number is not necessary, but a National Stock Number (NSN) for each item must be included and the following statement must appear: *To order call GSA Global Supply at 1-800-525-8027 or fax your order to 1-800-865-7057.*

- All GSA corporate identity standards governing the GSA logo must be followed, as outlined on page 4 of this document.

- The logos cannot be altered in any way. This includes cutting out the existing white background or distorting the shape or color. The starmark portion of the logo MUST be at least 1/2 inch by 1/2 inch or larger. The entire GSA*Advantage!*® Starmark logo must be at least as large as any vendor logo in the advertisment. Please see page 4 for specific rules governing the GSA logo.

- Black and white versions of the logo can **only** be used for black and white ads.

- When using GSA*Advantage!*® within text, it must always appear as it does here with *Advantage!* in italicized bold type, an exclamation point, and the registered symbol. Ads using this text outside of these specifications will not be accepted for publication.

- All advertisements for Schedule program contracts **must** include the vendor's contract number and Schedule number for the product or service depicted in the ad. A sample format for this information is as follows:

  Contract # GS-12F-1234
  Schedule # 81 I B
  Shipping, Packaging, and Packing Supplies

- The schedule number must go beneath or next to the Contract number (advertisers often place both directly under the GSA*Advantage!*® Starmark logo).

- Schedule and Contract numbers must be clearly and easily readable. (A *MarkeTips* reader/procurement specialist can use them on line to access your company through GSA*Advantage!*®)

- Ads submitted may **NOT** include endorsements from other Federal government agencies. Work completed for other Federal agencies can be cited, but not as an endorsement from said agency.

- Ads submitted are restricted to products and/or services for which the vendor has GSA contracts. If there are products or services offered by the vendor that are not under GSA contract, they **cannot** be included in the ad.

- Pending contracts with GSA cannot be advertised. Items MUST be available from GSA **before** they can be advertised in *MarkeTips*.

- **It is recommended that vendors with multiple GSA contracts advertise all of those contracts in a single ad, as there is a limit to one ad per vendor, not per contract.**

Ad Technical Specifications

Please read these specifications carefully and include all elements requested to avoid rejection of ads. A reference guide explaining some of these changes including a glossary of terms is also available.

- Ads **cannot** be accepted via e-mail. A CD **must** be provided. Mac or PC CDs **only**. CD must be submitted in a CD envelope **without** jewel case. **No Other Media Will Be Accepted.**

- Vendor's name, address and technical point of contact should be included on the CD envelope.

- **Two** color printouts of the ad are **required**.

- Images must be CMYK (four color process). Single colors will be converted to CMYK process equivalent.

- Vendors are free to use any Postscript or Adobe typeface. **TRUE TYPE FONTS must be converted to paths or curves prior to saving in the eps format. All typeface files must be included with the ad submission**.

- A high resolution .eps file is the only file format that will be accepted.
  No Other File Formats Will Be Accepted. Eps files created in any publishing program are acceptable (Freehand, Photoshop, Illustrator etc)

- Eps files must be at least **300 dpi. All fonts and images must be included.** Please convert type to curves or paths wherever possible. **High resolution files converted from a low resolution source will not be accepted**.

- Images and logos must be **high resolution** (300 dpi or greater) or the ad will be rejected.

- Submissions will be printed **as is**, or rejected as necessary, no changes will be made to the file.

  - Live Image Area, full page, 7.5" x 9.75" in portrait orientation.

  - Ads produced in a landscape orientation will not be accepted.

  - Bleeds will not be accepted.

  - Ads must remain within the Live Image Area specified.

  - **Full Page Ads Only. No Other Sizes Will Be Accepted.**

> **See page 5 for rules governing the use of the GSA*Advantage!*® logo.**

GSA*Advantage!*®
Starmark Guidelines

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Primary colors: The blue should be PANTONE 541 C. This is the preferred color for the star mark and should be used wherever possible, with the GSA name reversed out in white. Use PANTONE 2945 U when printing on uncoated stock. Because uncoated stock absorbs more ink, causing a slight variation in color, PANTONE 2945 U enables a closer color match to GSA Blue. PANTONE 541 C is for use on coated paper. The red should be Pantone 202 C or 201 U.
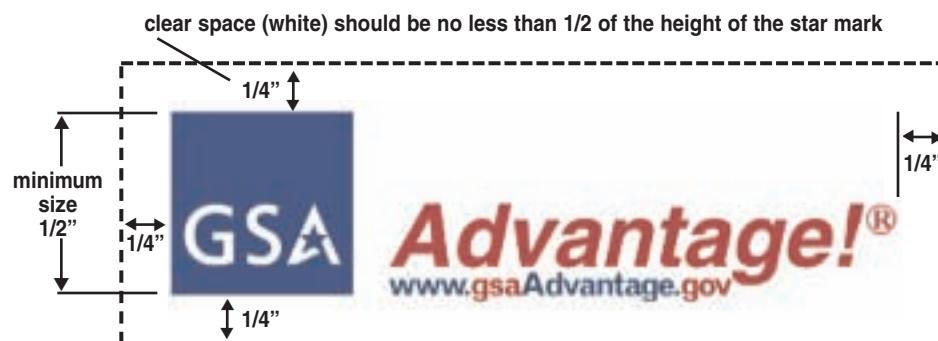
2-color: When GSA Blue is not one of the two colors, one color should be black. The star mark should be reproduced as a 70% tint of black, with the GSA name reversed out in white. The star mark may not be reproduced in any other color.

Single color: Materials printed in a single color should be either Pantone 541 C Blue or black. When using black, if the work is professionally printed, the star mark should be 70% black. Reproducing the GSA star mark in solid black is allowed only for laser-printed jobs.

Clear space: The GSA star mark must stand out from other graphic elements. The GSA star mark should always be surrounded with at least a minimum area of clear space. The distance between the star mark and other graphic elements (typography, charts, photos and illustrations, etc.) must be no less than 1/2 the height of the star mark. Use as much clear space as possible, but never less than the minimum.
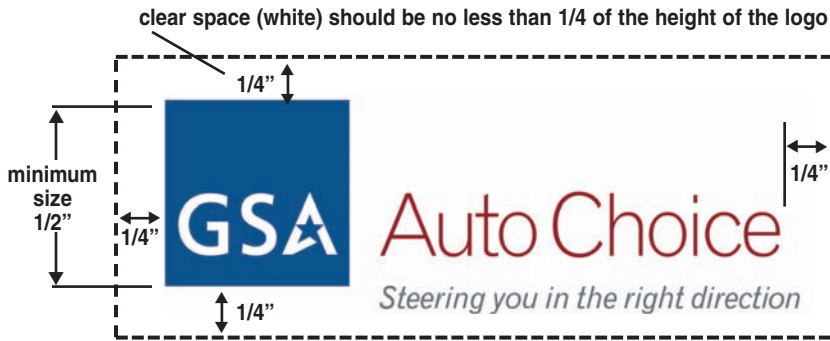
Background color: The color behind the GSA star mark should always be white. The GSA star mark should never be reversed out, or placed on a color field. NOTE: the GSA lettering within the star mark is always white, not translucent.

Minimum size: To ensure that the GSA star mark is always clear as presented, it should never be reproduced smaller than 1/2 inch.

clear space (white) should be no less than 1/2 of the height of the star mark

1/4"

1/4"

minimum
size
1/2"

1/4"

GSA Advantage!®
www.gsaAdvantage.gov

1/4"

Guidelines For Automotive Vendors Only

Use the Autochoice logo as depicted here. All of the same rules apply to this mark as to the advantage logo. Both logos can be downloaded from **www.gsa.gov/logos**. Click on GSA Logo Downloads on menu at left.

clear space (white) should be no less than 1/4 of the height of the logo

1/4"

minimum size 1/2"

1/4"

1/4"

1/4"

GSA Auto Choice
Steering you in the right direction

MARKETIPS

Common Reasons Why Vendor Ads Are Rejected

MARKETIPS

1. A word about **SPACE**

   The most common reason an ad is rejected from *MarkeTips* has to do with **limited space**. Advertising in the magazine is offered free of charge, and ad space is extremely limited.

   With a maximum of 20 ad spaces per issue, GSA has space for one GSA contract holder in every 700 on contract during the annual publication cycle. GSA does not guarantee placement. Vendors can be published in MarkeTips as a one time only opportunity.

2. **Ads are accepted by the MarkeTips editorial staff only from designated GSA contacts.**

   Ads submitted directly to the editorial staff by a vendor or a vendor's design firm will not be reviewed, accepted or returned unless prior arrangements exist.

3. **GSA logo has been distorted, or all elements do not appear.**

   Remember, the logo cannot be changed in any way, including the white background. The ® symbol MUST appear after the logo as well. Logo must be at least 1/2 inch in size, and must be comparable size with vendor logo. **All GSA corporate identity standards governing the logo MUST BE FOLLOWED, as explained on page 4 of this document.**

4. **Images, logos, or other elements of the ad are not high resolution.**

   Please remember that the ad overall, including images and logos, must be 300dpi or greater. Images or logos 'captured' off the web (.jpg files) are NOT high

   Remember, your GSA point of contact is the only person ad material can be submitted to. See the listing at the back of this document to find your GSA *MarkeTips* point of contact.

   enough quality to use in a printed publication. You must download a high resolution version of any item you wish to use from the web.

5. **The ad is provided via e-mail.**

   If you are using the appropriate resolution and format for the ad, sending via e-mail is not a viable option due to the resulting size of the file. E-mail often corrupts these kind of files. Thus, only ads provided on a CD can be accepted.

6. **The ad submitted is the wrong size, orientation, or contains bleeds.**

   Remember, we only accept **full page ads** in portrait orientation, with a live image area of 7.5 x 9.75, bleeds are not accepted.

7. **The file or disk is corrupt.**

   In general, when this type of problem occurs we will try to work with the vendor to rectify the situation. However, we may simply reject the ad based on the fact that we cannot access the file and are working under certain time constraints or space limitations.

Distribution and Mailing List

MarkeTips is published and distributed to the Federal community on bi-monthly schedule during the first week of the months of January, March, May, July, September and November. To subscribe or unsubscribe to *MarkeTips* or to order copies of recent issues, please visit our Centralized Mailing List Service website at **www.gsa.gov/cmls**.

To view back issues of *MarkeTips*, visit us on the web at:

www.gsa.gov/marketips and click on the *Marketips* Publications link.

The accuracy of *Marketips* materials obtained from sources other than GSA are not guaranteed and may be outdated or inaccurate.

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Who to Contact

Each field editor has their own policy and production deadlines for ad selection. Please contact the *MarkeTips* Field Editor serving the office that manages your contract. **If you are not sure of the appropriate GSA Acquisition Center, please e-mail us at gsa.marketips@gsa.gov**

Integrated Workplace Acquisition Center

Furniture and Furnishings; Sports, Recreation & Promotional Equipment; Document Handling Equipment & Services

Caroline Wenstrup
GSA Integrated Workplace Acquisition Center
2200 Crystal Drive Ste. 400, Arlington, VA 20406
(703) 605-9283   caroline.wenstrup@gsa.gov

Schedule Listing

Number	Title
36 I	The Office, Imaging and Document Solution
58 I	Professional Audio/Visual, Telecommunications and Security Solutions
71 I	Office Furniture
71 II	Household and Quarters Furniture
71 II H	Packaged Furniture
71 II K	Comprehensive Furniture Management Services
71 III	Special Use Furniture
71 III E	Miscellaneous Furniture
72 I A	Floor Coverings
72 II	Furnishings
078	Sports, Promotional, Outdoor, Recreational, Trophies, and Signs (SPORTS)

Remember: Vendor ad materials cannot be altered or returned.

Who to Contact

Greater Southwest Acquisition Center

Law Enforcement, Safety, Security Supplies, Equipment & Services; Advertising, Marketing & Public Relations Services, Temporary Administration & Professional Staffing; Scientific, Laboratory Equipment & Services, Maintenance, Repair, Operations Supplies & Equipment; Cleaning Supplies & Equipment; Hospitality, Food Service and Personal Care Supplies & Equipment

Sandra Clerk-Brown
Greater Southwest Acquisition Center
General Services Administration
7FCO, 819 Taylor Street, 7th Floor, Rm. 6A24, Ft. Worth, TX 76102
(817) 574-2436   sandra.clerk-brown@gsa.gov

Schedule Listing

Number	Title
056	Buildings and Building Materials/Industrial Services and Supplies
66 II J	Test and Measurement Equipment, Avionics Equipment, Unmanned Aerial Vehicles and Related Services
66 II N	Chemistry, Biochemistry, Clinical Instruments, General Purpose Laboratory Instruments and Services
66 II Q	Geophysical, Environmental Analysis Equipment and Services
073	Food Service, Hospitality, Cleaning Equipment and Supplies, Chemicals, and Services
084	Total Solutions for Law Enforcement, Security, Facilities Management Systems, Fire, Rescue, Special Purpose Clothing, Marine Craft, and Emergency/Disaster Response
736	Temporary Administrative and Professional Staffing Services
873	Laboratory Testing and Analysis Services

Facilities Maintenance and Hardware

Tools, Hardware & Appliances; Paints, Coatings, Sealants & Adhesives; Maintenance, Repair & Operations Services

Gary Jenkins
Center for Facilities Maintenance and Hardware
General Services Administration
1500 East Bannister Road, Rm. SBE 16-1, Kansas City, MO 64131
(816) 823-1973   gary.jenkins@gsa.gov

Schedule Listing

Number	Title
51 V	Hardware SuperStore
03FAC	Facilities Maintenance and Management

Who to Contact

Integrated Technology (IT) Products and Services

Information Technology and Telecommunications Products and Services.

Vincent Violandi
IT Acquisition Center
General Services Administration
31 Weyfair Path, South Weymouth, MA 02910
(571) 259-9919   vincent.violandi@gsa.gov

Schedule Listing

Number	Title
70	IT Products and Services

Management Services

Management & Operational Consulting; Language, Translation & Interpretation Services; Professional Engineering Services; Logistics, Warehousing & Distribution Services; Environmental Services

Cindy Duncan
Management Services Center
General Services Administration
400 15th Street, SW, Auburn, WA 98001-6599
(253) 931-7068   cindy.duncan@gsa.gov

Schedule Listing

Number	Title
738 II	Language Services
874	Mission Oriented Business Integrated Services (MOBIS)
874 V	Logistics Worldwide (LOGWORLD) Schedule
871	Professional Engineering Services
899	Environmental Services

Who to Contact

Office Supplies and Administrative Services

Office Supplies & Equipment; Shipping & Packaging Supplies; Training Aids, Devices & Services; Audio, Visual, Photographic, Subscription Supplies, Equipment & Services; Human Resources & EEO Services

Peter D. Davis
Office Supplies and Administrative Services
General Services Administration
26 Federal Plaza, Rm. 20-100D, New York, NY 10278
(212) 264-4781   pete.davis@gsa.gov

Schedule Listing

Number	Title
00JWOD	JWOD Schedule (NIB/NISH Products)
67	Cameras, Photographic Printers, and Related Supplies and Services
69	Training Aids and Devices, Instructor-Led Training, Course Development, and Test Administration
75	Office Products/Supplies and Services and New Products/Technology
76	Publications Media
81 I B	Shipping, Packaging, and Packing Supplies
738 X	Human Resources and EEO Services

Services Acquisition

Financial & Accounting Services

Susan Farrar
Services Acquisition Center
General Services Administration
2200 Crystal Drive, 7th Floor, Arlington, VA 20406
(703) 305-6885   susan.farrar@gsa.gov

Schedule Listing

Number	Title
520	Financial and Business Solutions
541	Advertising and Integrated Marketing Solutions (Formerly 738 I Marketing, Media, and Public Information Services)

Who to Contact

Transportation and Property Management

Shipping, Hauling, & Transportation Services

Garlette Jordan
General Services Administration
2200 Crystal Drive, Rm. 300, Arlington, VA 20406
(703) 605-2871   garlette.jordan@gsa.gov

Schedule Listing not applicable

Vehicle Acquisition

Motor Vehicles & Services

Monica Bumbray
GSA Automotive Center
General Services Administration
2200 Crystal Drive, 10th floor, Arlington, VA 20406
(703) 605-5591   monica.bumbray@gsa.gov

Schedule Listing

Number	Title
23 V	The Vehicular Multiple Award Schedule
26 I	Tires; Pneumatic and Retread Tires for Passenger Vehicles, Light and Medium Trucks.
751	Commercial Short-term Leasing (1-3 Years) of Sedans, SUV's, Vans and Light Trucks

A Short Guide and Style Manual for

MARKETIPS

Advertising Specifications

Some Suggestions for Ad Submissions

- **Label everything you submit.**
  This includes CD-ROMs, CD envelopes, both hard copies, and shipping envelopes. If you are using an external graphics firm, both your name and phone number and their name and phone number should be included on everything. Make sure the CD-ROM is readable. Your ad will be rejected if the file is unreadable.

- **Keep files and copies of all submitted work.**
  We make every effort to keep tabs on your work, but it will go through many hands. Should it be misplaced, we may require an additional copy.

> **The layout of an ad should be clean, uncluttered, and attractive.**

- **All submitted materials are non-returnable.**
  This includes both material that goes to press and material that is rejected.

- **Include a cover letter.**
  Include the name and number of your company and everyone who is a contact for this ad. Include a business card of the main contact person as well. The name of your contact should be included on the envelope with their phone number. It should also be marked "*MarkeTips* Submission."

- **Proofread and copyedit your material thoroughly.**
  Have people who haven't seen the ad look it over and read it carefully. Spelling mistakes, punctuation mistakes, and grammatical errors can result in your ad being rejected.

The layout of an ad should be clean, uncluttered, and attractive. It should present the product or service in a way that explains what it is, why it is useful, and to whom it is useful. Show the ad throughout its development to different people—people who are familiar with the product, and people who aren't. Consider their feedback. That isn't always easy, but it's essential. Something you may take for granted about your product may be totally confusing to someone being introduced to it. Be a stickler for accuracy.

Remember that the people who see *MarkeTips* ads are not impulse buyers; they are purchasers for Federal agencies looking for the best products and services available to fill the needs of their agencies. Graphics, typography, layout, and especially written copy are all important and must all work together. The content and style should be appropriate to the product or service.

Short Guide and Style Manual

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If your product or service is technical or specialized, remember that a *MarkeTips* reader may not be familiar with it. Write so a layperson can understand your ad.

We're often asked how much text can be included in an ad. There is no hard and fast rule to this. However, we would suggest that you use as little as possible but as much as you need in order to get across what your product is and how it can be used beneficially. The type of product is probably the largest factor in how long and detailed copy should be. For example, a product line of rubber stamps could be well depicted with a photograph and a small amount of copy. On the other hand, a set of course descriptions would require longer and more detailed copy. You may find that bulleted points can get your information across faster and with less space than whole paragraphs. Or the whole paragraphs may work better for you. Developing a good advertisement is almost all problem solving. The more time you devote to it, the better your ad will be.

Also keep in mind that as with most ads in most magazines, you only have a few seconds to catch a reader's attention. Your ad should have a strong heading that either describes your product in a few words or takes the reader into the main text—or does both. A subheading in smaller type can also be useful. Your goals are to explain your product and engage your reader. It's useful to spend some time looking through magazines and critiquing the ads you see. What are the elements in an ad that make you interested in the product instead of turning the page? When you have your first version of your own ad done, look at it and ask yourself, "Would this ad make me want to buy the product it is promoting?"

Remember that you are composing an advertisement—it is not a press release, brochure, corporate statement of intent, or catalog copy. All of these may be useful sources of information for you, but if you try to transfer the material directly into an advertisement, it will be completely apparent to your reader and it won't look good. And that will translate into poor sales for you. Many of our ads are comparatively simple ones done in-house or by small graphics firms with very basic resources. A good idea for an ad that is well thought through and carefully carried out is far better than a poorly conceived ad no matter how fancy it looks. Keep it simple.

> **Your ad should have a strong heading that either describes your product in a few words or takes the reader into the main text.**

We welcome advertisements that show a range of products or several products on different schedules, but remember that the challenge of avoiding an "uncluttered" look goes up accordingly. It also becomes a greater challenge to give an ad a cohesive look when promoting vastly different products and schedules. As mentioned earlier, text, layout, typography, and graphics all need to be considered accordingly.

We strongly recommend that before you send us an ad by ground mail or airmail, you e-mail us a draft of your ad in a low-resolution file; preferably JPEG. This will allow your *MarkeTips* contact person to offer suggestions and corrections more quickly and without you having to send it by FEDEX or other package mail.

Remember that there is almost always a learning curve to coming up with a good ad. Far more often than not, we will reject an ad for further revision, and we will often do this any number of times before we consider it ready for publication. Again, remember that putting together the best possible ad is a learning process. But also remember that the best possible ad you can come up with will offer the most benefit to both your company and to GSA.

Short Guide and Style Manual

Don't Forget These Very Important Requirements

Follow the specifications closely. Remember that as mentioned in the specs, the ad itself should be an EPS file in at least 300 DPI.

You must include the GSA*Advantage!*® logo, which includes the GSA starmark emblem. The logo cannot be altered in any way. The blue box for the starmark emblem must be at least 1/2" wide by 1/2" high.

You MUST include in the ad the contract #. We also recommend that you include the schedule #. (We suggest that underneath the GSA*Advantage!*® logo is one good place for it, although if your ad has more than one contract # or schedule #, you'll

want to locate them in areas specifying the products that pertain to them). They should be written as

Contract # GS-XXX-XXXX
Schedule # XX X X

Use the "pound" (#) sign, not "No."

Because your company can be located on the GSA*Advantage!*® search engine with these numbers, it is to your benefit to make them large and clearly visible.

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Glossary and Explanations

Adobe
Adobe is a software company that produces professionally used typeface families. These typefaces are used throughout the printing industry.

Bleed
An extra amount of printed image, which extends beyond the trim edge of the sheet or page. In other words, the design allows for an image or other elements to violate the margin and cover the entire page, leaving no white space. NOTE: Bleed images must be non-essential items (see live area).

CMYK – Four-Color Process Printing
CMYK is an acronym that represents the four colors that make up four-color process printing — Cyan, Magenta, Yellow and Black. These four colors are applied in varying degrees to produce a wide range of colors. MarkeTips is printed using this process.

Curves
Type fonts that have been converted to a graphic image as opposed to fonts, this eliminates the need for fonts to be included with files to printer. Macintosh computer system is used to output MarkeTips. When Mac fonts are substituted for PC fonts, they may differ somewhat. To avoid this variance, we recommend that you use your illustration program and convert all text to "curves".

DPI (dots per inch)
DPI is a measure of the resolution of a screen image or printed page. The higher the DPI, the sharper an image will be. All images submitted for MarkeTips must be 300 DPI or greater.

EPS format (encapsulated postscript)
A file format that describes a document written in the Postscript language and that contains all of the code necessary to print a file. This file is easy to transfer between Mac, PC and other systems. If type is not converted to curves or paths, type fonts must be included with file for the printer. NOTE: .eps files are NOT editable (no changes can be made to the file).

High Resolution
High resolution refers to the sharpness and clarity of an image. An image is considered high resolution if it is 300 DPI or greater. All images submitted for MarkeTips must be high resolution images.

Jewel Case
The plastic case a CD comes in. CD's submitted for MarkeTips must be sent in cardboard CD envelopes for ease of transport and to protect against damage.

Glossary and Explanations

Live Image Area

Live image area is the "safe" portion of the page that will be printed and not trimmed. All essential information should remain within this area.

Paths

Type fonts that have been converted to a graphic image as opposed to fonts, this eliminates the need for fonts to be included with files to printer. Macintosh computer system is used to output MarkeTips. When Mac fonts are substituted for PC fonts, they may differ somewhat. To avoid this variance, we recommend that you use your illustration program and convert all text to "paths".

Postscript File

This is a file generated when you send your file to disk or to your desktop printer. This is not an .eps file. MarkeTips will not accept postscript files. When generating file for MarkeTips, save, as .eps file not postscript.

Spot color – PMS

Spot color printing is another method by which color is applied to the printed page. PMS colors are opaque inks, which are available in thousands of colors. PMS colors are not used in the printing of MarkeTips.

.tif or .tiff format (tagged image file format).

A picture file format used for saving scanned images that allows photos or graphics to be imported into various applications.

True Type Fonts

Fonts or typefaces usually available with word processing programs. The extension for True Type fonts is .ttf. Because True Type fonts do not process consistently on postscript printers, which are used in the process of making negatives for printing, we cannot accept them in ads produced for MarkeTips.

Typeface vs. Font

Typeface is a distinctive type design such as Helvetica. The Helvetica typeface family includes different styles of fonts within the family. For example, Helvetica Bold, Helvetica Italic, etc. Never use the stylization palette to bold or italicize your fonts, use the correct font within the typeface family.

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