How to properly format your PARISH DIRECTORY AD into a PNG, PDF, OR JPEG file

HOW TO TURN YOUR BUSINESS AD INTO A PNG FILE:

To turn your business ad into a PNG file, you'll need to create or convert your ad using graphic design software or an online tool. Here's a step-by-step guide to help you:

1. Design or Edit Your Ad

- **Option 1: Use Graphic Design Software (like Adobe Photoshop, Illustrator, or GIMP)**
    - Open your design software and create a new project or open your existing business ad file (in formats like PSD, AI, or JPEG).
    - Edit your ad as needed.
- **Option 2: Use Online Tools (like Canva or Adobe Spark)**
    - Upload your ad image to an online platform, where you can edit it, add text, or tweak the design.
    - Many online platforms allow you to start from a template, which can save time.

2. Export the Design as PNG

- **In Photoshop or GIMP:**
    - Go to **File > Save As** or **Export**.
    - Choose **PNG** from the file type options.
    - Adjust the settings (like resolution or compression) if necessary.
    - Save the file to your computer.
- **In Canva or Adobe Spark:**
    - Once you're happy with the design, click the **Download** button.
    - Select **PNG** as the file format option.

- Choose if you need a transparent background or not.
- Click **Download** to save it.

3. Check the File Size & Quality

- Ensure that the PNG file is of good quality without being too large to upload to websites or share via email.

HOW TO TURN YOUR BUSINESS AD INTO A PDF FILE:

1. If you already have the ad in Word, Google Docs, or similar:

- **Word/Google Docs → PDF**
  - In **Word**: Go to **File > Save As > PDF**.
  - In **Google Docs**: Go to **File > Download > PDF Document**.

2. If you want to design the ad from scratch:

- Use **Canva, PowerPoint, Publisher, or Google Slides** to design it, then export to PDF.
- Canva is especially popular for business ads and has a direct **Download as PDF** option.

HOW TO TURN YOUR BUSINESS AD INTO A JPEG FILE:

If your ad is already designed (like in Word, Canva, or PowerPoint):

1. **Export/Download as JPEG**
   - **Canva:** Click **Share → Download → File type → JPEG → Download**.
   - **PowerPoint:** Go to **File → Save As → Choose JPEG as file type**.
   - **Word:** Take a screenshot (see below) or save as **PDF first**, then convert to JPEG.

If your ad is just text/images on your screen:

1. **Take a Screenshot**
   - **Windows:** Press `Windows + Shift + S` (or `Print Screen`) → Paste into **Paint** → Save as **JPEG**.
   - **Mac:** Press `Command + Shift + 4` → Select area → The screenshot saves as a file (usually PNG, you can convert it).

If your ad is a PDF:

1. Open the PDF.
2. Choose **Export / Save As → JPEG** (many PDF readers allow this).
    - If not, use a free online tool: search *"PDF to JPEG converter"*.

Important: it is required that you submit your ¼, ½, or full-page Ad in the correct size format **ONLY**.

A quarter size Ad must be 1 ¾ inches by 4 ½ inches only.

A half-page size Ad must be 3 ¼ inches by 4 ½ inches.

A full-page Ad must be 6 ¾ inches by 4 ½ inches.

(**NOTE:** The only other option is to submit a **hard copy** yourself of your business ad in the **EXACT SIZE** based on the size chart we have provided. But understand that your Business Ad may not look professional if you submit it in this way.)