



### **How To Use The CIM® Advertising Templates**

1. Select the design template that you most prefer (this will be a pdf selection)
2. The folder titled 'design files' will need to be used by your marketing department or design team to finalize your ad. There are a number of files included in this folder that are specifically for design programs such as Adobe InDesign or Photoshop.
3. Ensure you have your company logo and information in a high resolution format (EPS is generally best) to provide to the design team to finalize your ad.
4. Have them save it as a "press ready" pdf.