

CELEBRATE DOWNSTATE AD SPECIFICATIONS

When preparing ads for submission, please note the following specifications.

JOURNAL SIZE

Actual size of journal: 6.75" w x 9.75" h

Spiral Bound

AD SIZE SPECS

All ads are Full Page.

Trim size of journal: 6.75" w x 9.75" h

Ad type: Non-bleed

Published ad size

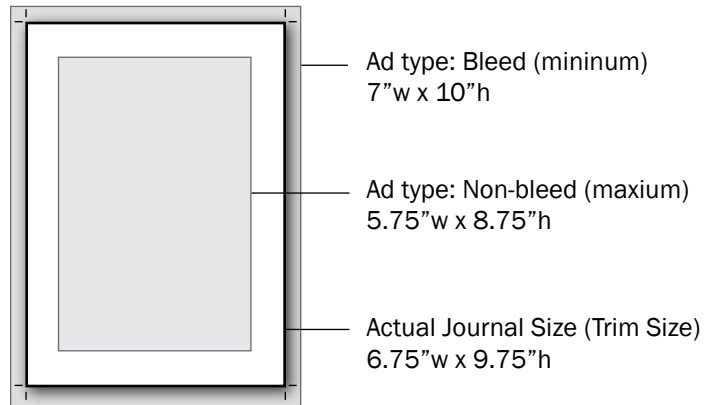
Full Page 5.75" w x 8.75" h

Ad type: Bleed

Trim size

Full Page 6.75" w x 8.75" h

(7" w x 10" h with bleed)



For bleed pages, keep essential matter (text, logos, graphics) 1/4" from page edge (trim).

Extend bleed at least 1/8" beyond trim size.

Publisher reserves the right to trim 1/16" from either side of bleed ads to compensate for trim variations.

AD COLOR SPECS

Black and white ads:

Black and White Ads must be in grayscale format.

- 4 color black should not be used.

Color ads:

Color Ads must be in CMYK format (no spot colors).

- All spot color ads must be converted to CMYK.
- All color images and colors must be CMYK, not RGB.

AD RESOLUTION SPECS

- All images must be at 300 dpi (with 150 line screen) at 100% size.
- Compressed files such as GIFs are not acceptable.
- Logos must be in vector format or line art at no less than 600 dpi.

ELECTRONIC FILES

PDF Format (camera ready) Ads (PREFERRED)

- PDF or PDF/X-1a files only.
- Color ads should be sent as composite files.
- All files submitted as PDF (Portable Document Format) must be prepared with all fonts embedded.
- Create PDF files to exact ad size or must use crop marks.
- Create PDF files with Adobe Acrobat Distiller or Adobe PDF Online.
- DO NOT create encrypted PDF files. Do not use any security including Acrobat Standard Security.

Text Ads (requiring in-house type setting)

- MS Word files.

We DO NOT accept other formats.

AD DELIVERY METHODS

(1) via e-mail celebrate@downstate.edu

(2) via fax to 718.270.4409 (exclusively for Text Ads).