

JOURNAL AD SPECIFICATIONS

AD SIZE

Full Page: 6 in. [wide] x 9 in. (Trim Size)

Half Page: 6 in. [wide] x 4.5 in. (Trim Size)

All ads should include .125-inch bleed and crop marks.

COLOR

Please save original image files in CMYK, not RGB. Convert all spot colors to CMYK.

RESOLUTION

All resolutions should be 300 dpi or greater.

TEXT-SAFE AREA

For body text, please leave at least 0.5 in. of space between your text and the trim line on the top and bottom, and 0.5 in. on each side (this is to make sure it doesn't get lost in the gutter). Display text can go up to 0.25 in. in from all sides.

SENDING ART

Email final art (20 MB max) to Amy Guibal at amy.guibal@bcsmn.edu

For files over 20 MB that are too large to email, please use your FTP site. Contact us for file transfer.

ART RELATED QUESTIONS

David Clifford at david.clifford@bcsmn.edu

651-295-0166 (direct)

PREFERRED FILE FORMAT

PDF-X 1a

OTHER ACCEPTABLE FILE TYPES

If sending files other than PDF please send a **PDF proof** as well, to ensure that your ad is displaying correctly.

- **Photoshop EPS:** Please include vector data when you save the file.
- **InDesign EPS:** Export as an EPS document (embed the fonts and add the 0.125 in. bleed when exporting).
- **Quark EPS:** Save page as EPS (be sure to add a 0.125 in. bleed while saving).
- **Illustrator EPS:** Embed images and convert fonts to outline and save as an Illustrator EPS file (CS5 and older is fine).

