

Electronic Ad Requirements

digital format

Preferred programs are:

- QuarkExpress (Mac and PC)
- Adobe Photoshop (Mac and PC)
- Adobe Illustrator (Mac and PC)

PDF files are not accepted at this time. Ads sent in word-processing formats are not accepted. Ads sent in any other format may cause additional charges to be added for conversion. For future pick-ups-with-changes, changes can be made to application files most readily. Minor text changes can be made to PDF files, but extensive changes may require the application file. Art changes prices may vary.

document size

Document size must be set to the trim size of the ad. Please see the attached for mechanical sizes. If the ad is a bleed ad, bleed must be pulled out 1/8" past the trim size. Critical information (type) within a bleed ad should be placed with a margin of 1/2" from the trim.

colors

4/C process: Make sure that any colors used in your file or support files such as logos or photographs are comprised of only 4/C process colors (not RGB or PMS). Please delete unused colors from your file for easier processing.

B/W: Make sure that everything in your file or support files such as logos or photographs are comprised of only black. Please delete unused colors from your file for easier processing.

fonts

PostScript Type 1 fonts are preferred. All fonts used in the application document, plus any fonts used in placed graphics, such as from Illustrator or photoshop (screen and printer) must be included when file is provided. If TrueType fonts are to be used, use only TrueType fonts, do not mix with Type 1 fonts. Mac users: do not use the "style" menu to alter a typeface to appear italic, bold, etc. Use the actual bold, italic, etc. font.

support images

Any support images from Photoshop must be of "high-resolution" quality, which is 300ppi (pixels per inch). Lesser ppi's will result in a "fuzzy" product. Do not enlarge images in your application file more than 25%. Save photos as EPS files. EPS files should always be "binary".

what to include

When submitting ad materials, include the electronic output form, all applicable files, support files, support fonts as well as 2 laser proofs and 2 color proofs if using color. Acceptable color proofs are an important part of insuring that your ad be to the best standard possible. Recommended are: Agfa Sherpa, Epson Stylus Pro 10000, Rainbow, Iris, or Kodak Approval. These are all professional level outputs.

accepted media

Zip, CD-ROM, 3.5" disks.

technical contact information

Patera

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Please reference advertising for UCSD Alumni publication.

ad contact information

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