ILLINOIS ALUMNI
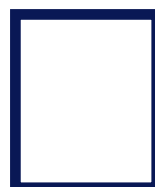
AD FILE SPECIFICATIONS

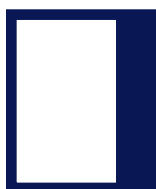**Spread**
Bleed: 16-1/4" x 10-3/4"
Trim: 16" x 10-1/2"
Live area: 15" x 9-1/2"

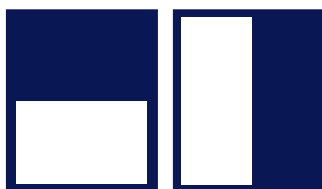**Full page**
Bleed: 8-1/4" x 10-3/4"
Trim: 8" x 10-1/2"
Live: 7" x 9-1/2"

**Three Quarter page
vertical**
5" x 9-1/2"

**Half page
vertical or horizontal**
4-3/4" x 7-1/4"   3-1/2" x 9-1/2"

**Quarter page
vertical**
3-1/2" x 4-3/4"

Adobe Acrobat PDF files
All fonts must be embedded.
All colors must be CMYK.
Images must be the equivalent of 300 dpi.
PDF/X with current standards is acceptable.

Digital file transfer instructions
Files smaller than 20 megabytes may be emailed to *Illinois Alumni*.
Larger files should be sent via WeTransfer, or similar fileshare service.