

# ILLINOIS ALUMNI

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## AD MATERIALS

### SUPPLIED ADS

A high-res PDF file is required, with embedded fonts, CMYK color and an image resolution at 300 dpi or higher.

### AD BUILDS

Please send final advertising copy, high-res graphic support files and design directions to advertising sales. High-res includes vector graphics or bitmapped images at 300 dpi or higher. Each advertiser will be provided with two rounds of proofs. Each additional proof thereafter will result in a \$150 charge.

### SUBMISSION

Files smaller than 20 MB can be emailed directly to advertising sales. Larger files should be shared via fileshare service such as WeTransfer.



#### SPREAD

**BLEED:** 16 $\frac{1}{4}$ " x 10 $\frac{3}{4}$ "

**TRIM:** 16" x 10 $\frac{1}{2}$ "

**LIVE AREA:** 15" x 9 $\frac{1}{2}$ "



#### FULL PAGE

**BLEED:** 8 $\frac{1}{4}$ " x 10 $\frac{3}{4}$ "

**TRIM:** 8" x 10 $\frac{1}{2}$ "

**LIVE:** 7" x 9 $\frac{1}{2}$ "



#### THREE QUARTER-PAGE VERTICAL

5" x 9 $\frac{1}{2}$ "



#### HALF-PAGE VERTICAL

3 $\frac{1}{2}$ " x 9 $\frac{1}{2}$ "

#### QUARTER-PAGE VERTICAL

3 $\frac{1}{2}$ " x 4 $\frac{3}{4}$ "



#### HALF-PAGE HORIZONTAL

4 $\frac{3}{4}$ " x 7 $\frac{1}{4}$ "

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## CONTACT

UNIVERSITY OF ILLINOIS  
ALUMNI ASSOCIATION

### MAIN OFFICE

**Alice Campbell**  
**Alumni Center**

601 S. Lincoln Ave.  
Urbana, IL 61801  
217-333-1471

### ADVERTISING

**David Scott**

davscott@illinois.edu  
312-585-9185