

# ILLINOIS

A L U M N I



UNIVERSITY OF ILLINOIS  
ALUMNI ASSOCIATION

Alice Campbell Alumni Center  
601 S. Lincoln Ave.  
Urbana, IL 61801 (MC-077)  
1-800/355-2586  
[www.uiaa.org](http://www.uiaa.org)

## Ad File Requirements

ALL MATERIAL MUST BE RECEIVED BY POSTED AD CLOSE DATES. *Illinois Alumni* magazine is Macintosh-based, and requirements for submitting electronic files are as follows:

**MEDIA** CD-ROM or DVD. Two hard-copy color proofs are required.

**SOFTWARE** QuarkXpress 6.5, InDesign CS2, High Res PDF, Adobe Illustrator CS2 (saved as EPS), Adobe Photoshop CS2 (saved as EPS or TIFF). Please convert higher versions down. If created documents are available only in an IBM format, file must be in viewable EPS or TIFF format with embedded fonts.

**COMPRESSION** Stuffit (self-extracting archives preferred).

**COLOR** CMYK. Please note that files using RGB or Pantone colors (PMS) must be converted to CMYK prior to sending files. PMS colors will be converted automatically unless specified to run an extra plate at advertiser's expense.

**RESOLUTION** 300 DPI and 133-line screens are recommended for black-and-white and color ads.

**FILES** The ad should be submitted on a DVD or CD, with two hard-copy color proofs provided with the disk. Black-and-white, film and camera-ready art are accepted, but electronic files are preferred.

**PROOFS** Two proofs must accompany ads. Chromalin or matchprint proofs are preferred; color copies or laser prints are acceptable only for an approximation of color. Publisher is not responsible for color reproduction discrepancies. A laser proof must accompany black-and-white ads.

**SUPPORT FILES** Include all imported graphic support files following the specifications described above and all screen and printer fonts used; Type 1 fonts preferred. Due to the incompatibility of True Type fonts, the publisher cannot guarantee an exact match to substituted Type 1 fonts.

**SHIPPING** Mail materials to:

Advertising Coordinator, *Illinois Alumni*  
University of Illinois Alumni Association  
Alice Campbell Alumni Center  
601 S. Lincoln Ave. (MC-077)  
Urbana, IL 61801

Material will be discarded unless otherwise noted.

## Ad Specifications



### SPREAD

Trim: 16 1/2" x 10 3/4"  
Bleed: 16 3/4" x 11"  
Live area: 15 1/2" x 9 3/4"



### FULL PAGE

Trim: 8 1/4" x 10 3/4"  
Bleed: 8 1/2" x 11"  
Live area: 7 1/4" x 9 3/4"



### 2/3 PAGE

Vert: 4 5/8" x 9 5/8"  
Horiz: 7" x 6 5/16"



### 1/2 PAGE

Vert: 9 3/4" x 3 1/2"  
Horiz: 4 3/4" x 7 1/4"



### 1/3 PAGE

Vert: 2 1/8" x 9 5/8"  
Square: 4 1/2" x 4 1/2"  
Horiz: 7" x 3 1/8"



### 1/4 PAGE

Vert: 3 3/8" x 4 5/8"



### 1/6 PAGE

Vert: 2 1/8" x 4 5/8"  
Horiz: 4 5/8" x 2 5/16"