

ILLINOIS

ALUMNI

ELECTRONIC FILE REQUIREMENTS FOR PRESS

All material must be received by posted ad close dates. If the deadline cannot be met, please notify our advertising coordinator. *Illinois Alumni* magazine is a Macintosh-based publication. Requirements for submitting electronic files are as follows:

MEDIA A high-res PDF file is preferred. When writing the PDF, please be sure to include the bleed (when applicable) and provide crop, bleed and registration marks. We can also accept ads in TIFF or EPS formats, and as bundled InDesign (include fonts and linked images), Adobe Illustrator (fonts outlined) and Adobe Photoshop (fonts rasterized) files.

SUPPORT FILES Include all imported graphic support files for InDesign, Illustrator and Photoshop files.

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

COLOR Color representation must be CMYK. Files using RGB or Pantone colors (PMS) must be converted to CMYK prior to sending files. PMS colors will be automatically converted unless it is specified to run an extra plate at the advertiser's expense.

PROOFS A PDF is required for ads submitted in InDesign, Illustrator or Photoshop. It will be used for reference, as fonts and imagery can shift.

COMPRESSION Please compress ad files/folders greater than 15MB.

SUBMISSION Files may be emailed or sent using file sharing platforms such as WeTransfer, Dropbox, etc.

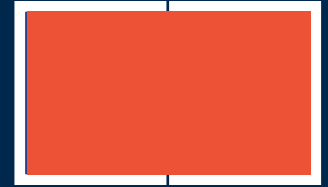
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RATES AND SERVICES

AD RATES Visit illinoisalumni.org/stories/media-kit.

EDITIONS Digital edition can be referenced at illinoisalumnimagazine.org/illinoisalumni.

AD 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"



TWO THIRDS PAGE VERTICAL

4-1/2" x 9-1/2"



HALF PAGE

HORIZONTAL 4-3/4" x 7-1/4"

VERTICAL 4-3/4" x 7-1/4"



QUARTER PAGE VERTICAL

3-1/2" x 4-3/4"