

ILLINOIS ALUMNI

AD FILE SPECIFICATIONS



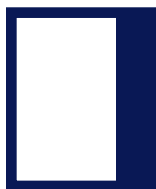
Spread

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



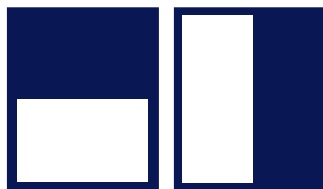
Full page

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 4-5/8"

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.