

Perspectives.

A PUBLICATION FOR MEMBERS OF THE ASSOCIATION OF FRATERNITY ADVISORS

AD SPECS

AD SIZES: TRIM SIZE OF PUBLICATION IS 8.5" X 11"

The Inside Front Cover, Inside Back Cover and Back Cover Ads are the only ads that can be designed in Process color. ALL other ADS need to be either (Black) or (Black + 1 PMS color). Innova determines PMS color for each issue and will change 2-color ads accordingly.

- Full Page (No bleed) w 7.5" x h 10"
- Full Page (Full bleed) extend 1/8" beyond trim size
- Back Cover (No bleed) w 7.75" x h 7.625"
- Back Cover (Full bleed) w 8.5" x h 8.375"
(extend 1/8" beyond this measurement to the left, right, & top)
- 1/2 Page Horizontal w 7.5" x h 4.875"
- 1/2 Page Vertical w 3.5" x h 10"
- 1/3 Page Horizontal w 7.5" x h 3.25"
- 1/3 Page Vertical w 2.375" x h 10"
- 1/4 Page Horizontal (Corner) w 4.9375" x h 3.5"
- 1/4 Page Vertical w 2.375" x h 6.375"

Recommended Page Layout Programs

- QuarkXPress – collect for output
- Adobe InDesign – preflight/package

Recommended Drawing/Photo Programs

- Adobe Photoshop (For photos)
- Adobe Illustrator

Not Recommended: Microsoft® Products (i.e. Publisher, Power Point, Word, Excel, Works, etc.) *These types of files do not conform to high quality output standards and color separation specifications.*

Send Artwork To

Innova
● IDEAS & SERVICES
A Sigler Company

Innova Ideas & Services
304 Main Street, Ames, Iowa 50010

perspectives.ads@sigler.com
P. 515.232.5373 F. 515.232.0402

FILE REQUIREMENTS:

General – MACINTOSH PREFERRED / PC ACCEPTED

Acceptable files need to be created in QuarkXpress 6.0, Adobe InDesign CS2, Adobe Illustrator CS2 and Adobe Photoshop CS2. (Earlier versions of these programs are acceptable. If you have newer versions than what's listed above – please save down accordingly.)

1) Fonts

- Include all fonts with job. For Mac users include screen and printer fonts.
- Avoid "machine type" (i.e. type which has been bolded or italicized with key commands or the text bar) Use the actual font (B Helvetica Bold instead of Helvetica + Bold) Imagesetters do not recognize artificially enhanced type.

2) Images

- Use .eps or .tif format
- Include all linked images (original graphic files) with the job.
- Avoid embedding image files into page layout programs.
- All images need to be high resolution. (300 dpi). Bitmap images should have a dpi of 1200.

NOTE: Images from the internet are only 72 dpi and are not acceptable for print production.

3) Color Management

- Make sure pantone colors are designated as **spot** colors and process colors are designated as **process**. Make sure all are properly named.
- For process color – ensure that all artwork is saved in CMYK mode. For spot color work – make sure artwork is saved in one of the following modes: duotone, grayscale or bitmap.
- Remove unused colors from color palette (in all applications including Illustrator or drawing programs) by selecting and deleting unused colors.
- Use .eps or .tif formats for graphics. No JPG or BMP formats.

4) Providing High-Res (print quality) pdfs

- High-Res pdfs are acceptable ONLY if artwork is BLACK ONLY or PROCESS color. To ensure proper file settings, PLEASE use the Distiller settings provided on the next page.

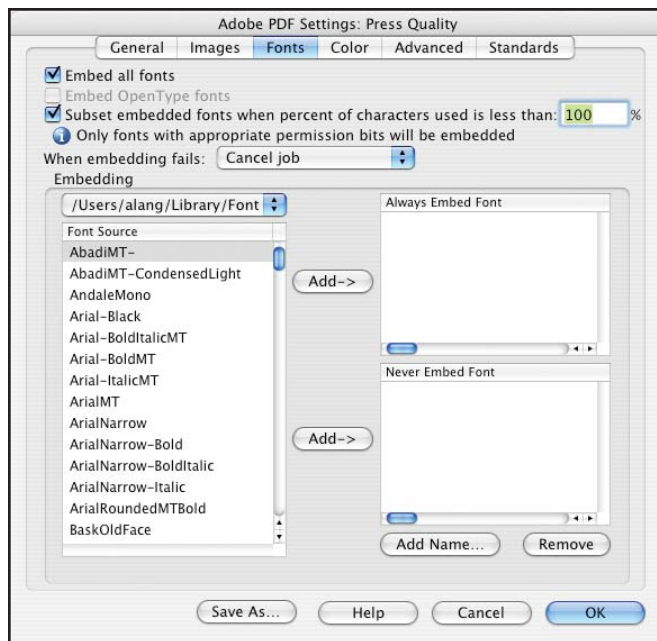
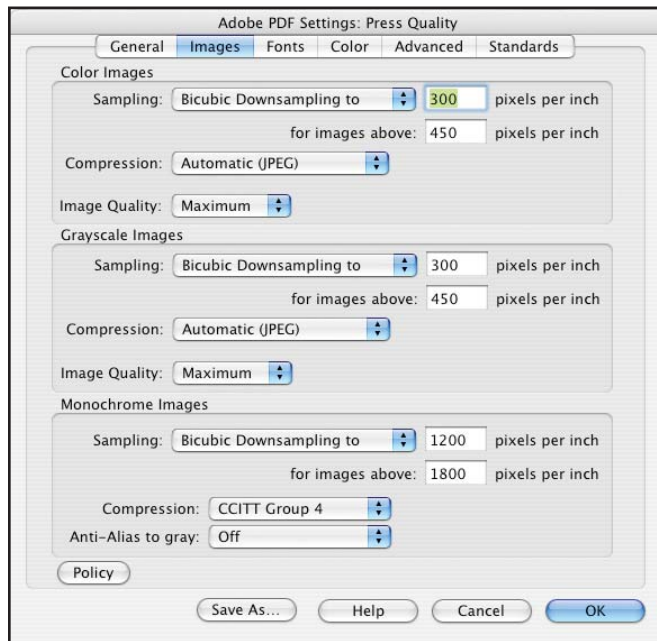
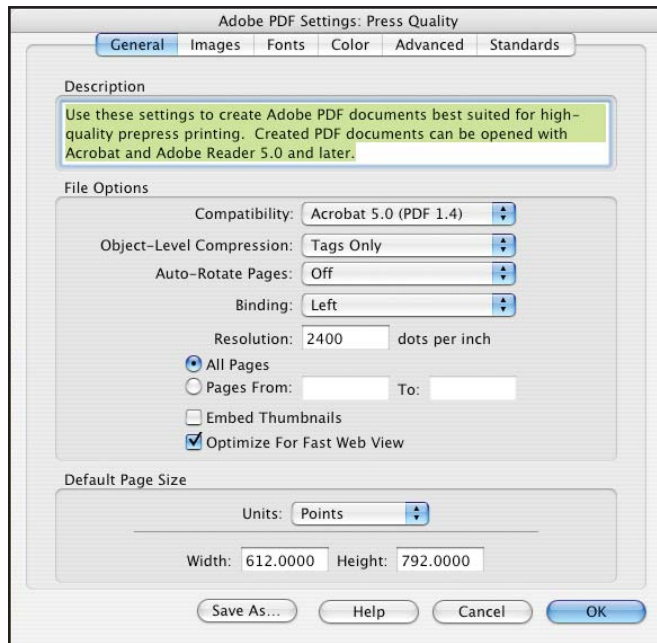
5) E-mailing files

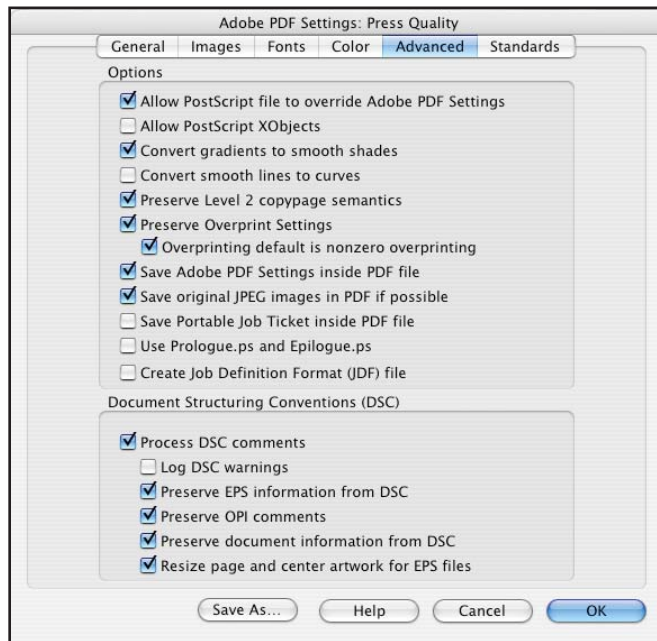
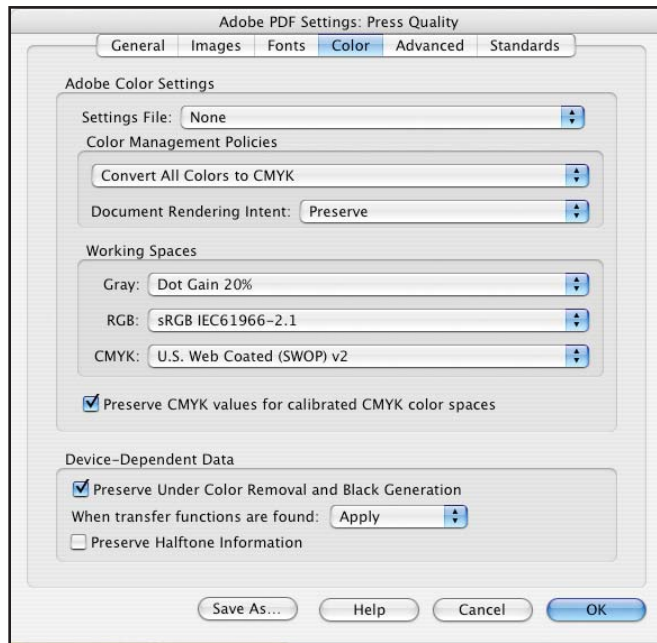
- Always attach a PDF for reference.
- Small files (5 MB or less) are okay to e-mail "as is" without stuffing. Use Stuffit if the files are larger – please do not e-mail stuffed files over 10 MB. If the files are larger than 10 MB, e-mail Innova for details on uploading to the ftp site.

6) Providing CDs or DVDs

- Burned CDs or DVDs.
- Please include contact information, a composite proof and laser separations.

DISTILLER 7.0





Top Margin .375" ↓

Full Page (NO Bleed)
w 7.5" x h 10"

Outside
Margin .5" →

Inside
Margin .5" ←

↑
Bottom Margin .625"

Full Page (Full Bleed)
w 8.5" x h 11"

(extend bleeds out 1/8" beyond page size on all sides)

Back Cover (NO Bleed)
w 7.75" x h 7.625"

Mailing Panel

Back Cover (Full Bleed)
w 8.5" x h 8.375"

**(extend bleeds out 1/8" on
left, right, and top from this measurement)**

Mailing Panel

Top Margin .375" ↓

1/2 Page Vertical
w 3.5" x h 10"

1/3 Page Vertical
w 2.375" x h 10"

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Margin .5" →

←
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Top Margin .375" ↓

1/3 Page Horizontal
w 7.5" x h 3.25"

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1/2 Page Horizontal
w 7.5" x h 4.875"

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