



## Electronic File Requirements

ALL MATERIAL MUST BE RECEIVED BY POSTED AD CLOSE DATES. UIC alumni magazine is Macintosh based and requirements for submitting electronic files are as follows:

- MEDIA** CD-ROM or DVD. Files also accepted via e-mail or pulled from advertisers FTP site with connection instructions. Color hard proof or PDF proof 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 only available in an IBM format, the 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 automatically converted, unless specified to run an extra plate at advertiser's expense.
- RESOLUTION** 300 DPI and 133 line screens are recommended for BW and color ads.
- NEGATIVES** Film is accepted for black and white or four-color ads but electronic files are preferred. Color separations must be supplied, right reading, emulsion down. Chromalin proofs or matchprint, including a full set of color density bars must be provided. Film must be separated CMYK and each plate must be clearly identified. For black and white, film and camera ready art is accepted but electronic files are preferred.
- PROOFS** A proof must accompany ads submitted digitally or on film. A color proof (chromalin or matchprint) must accompany four-color ads. Color copies or laser prints are only acceptable for an approximation of color. If this is the only proof provided, 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:  
Art Director  
University of Illinois Alumni Magazine  
750 South Halsted Street, Suite 520 (M/C 021)  
Chicago, IL 60607  
**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"



### 1/2 PAGE

Horiz: 4-3/4" x 7-1/4"  
Island: 4-3/4" x 7-1/4"  
Island Spread: 10-1/2" x 7-1/4"



### 2/3 PAGE

Vert: 4-5/8" x 9-5/8"



### 1/3 PAGE

Vert: 2-1/8" x 9-5/8"  
Square: 4-1/2" x 4-1/2"