

## Sponsorship Print Ad Size and Specs



### **Ad sizes:**

<p><b><u>Full-page</u></b>            Full-bleed: 8.5" x 11.0" including bleeds            Trim size: 8.25" x 10.75"            Safe zone for text: 7.75" x 10.25"</p>	<p><b><u>Half-page horizontal</u></b>            Full-Bleed: 8.5" x 5.5" Including bleeds            Trim size: 8.25" x 5.25"            Safe zone for text: 7.75" x 4.75"</p>
<p><b><u>Half-page vertical</u></b>            Full-Bleed: 4.25" x 11" Including bleeds            Trim size: 4.0" x 10.75"            Safe zone for text: 3.5" x 10.25"</p>	<p><b><u>Quarter-page</u></b>            Full-Bleed: 4.25" x 5.5" Including bleeds            Trim size: 4.0" x 5.25"            Safe zone for text: 3.5" x 4.75"</p>
<p><b><u>Business card</u></b> 3.5" x 2"            (submit actual business card, no photocopies or scans)</p>	

### **Acceptable formats:**

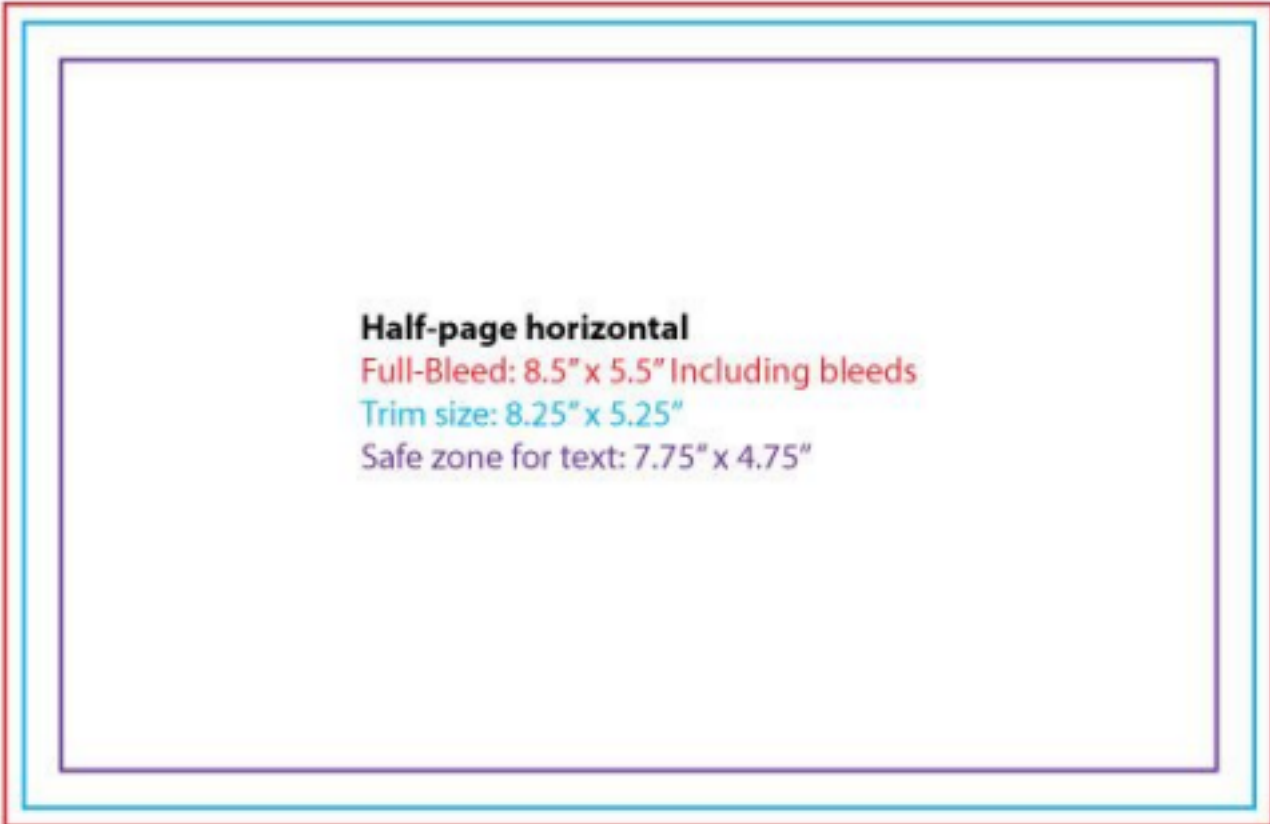
- Photoshop EPS with a minimum resolution of 266 ppi (300 ppi recommended) at final size
- TIFF with a minimum resolution of 266 ppi (300 ppi recommended) at final size
- JPEG with a minimum resolution of 266 ppi (300 ppi recommended) at final size
- Press-optimized PDF
- Illustrator EPS with type converted to curves and no placed/embedded art from other programs
- Freehand EPS with II type converted to curves and no placed/embedded art from other programs
- For business card ads, simply submit a business card with your advertising contract. No photocopies or facsimiles of business cards can be accepted

**Full Bleed:** Means the content of the ad goes beyond the printable area so as to not leave any unwanted white paper.

**Safe zone:** Is where text should stay within so nothing accidentally gets cut off.

**Trim size:** Is the exact size you will see in the final printed media guide.

## Sponsorship Print Ad Size and Specs



**Half-page horizontal**

Full-Bleed: 8.5" x 5.5" Including bleeds

Trim size: 8.25" x 5.25"

Safe zone for text: 7.75" x 4.75"