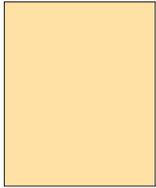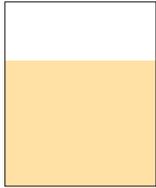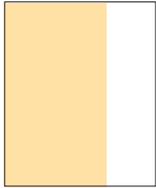## Document Size

Document size must be set to the trim size of the ad. Please see the attached for mechanical sizes. If the ad is a bleed ad, bleed must be pulled out 1/8" past the trim size. Critical information (type) within a bleed ad should be placed 1/2" from the trim.

Cover, Full page:
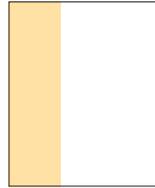NON-BLEED:
7.125"W X
9.5"H
BLEED:
8.375"W X
10.875"H

Back cover
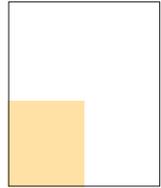**2/3 page:**
NON-BLEED:
7.125"W X 8"H
BLEED:
8.375"W X 8"H

2/3 page:
NON-BLEED:
4.65"W X 9.5"H
BLEED:
5.25"W X
10.875"H

1/2 page:
NON-BLEED:
7.125"W X
4.625"H
BLEED:
8.375"W X
5.35"H

1/3 page,
vertical:
NON-BLEED:
2.2"W X 9.5"H
BLEED:
2.85"W X
10.875"H

1/3 page,
horizontal:
NON-BLEED:
4.65"W X
4.625"H
BLEED:
5.3"W X 5.35"H

Digital Format

Final artwork should be submitted as a high-resolution PDF (at least 300 dpi). Quark Express, Adobe InDesign, Adobe Photoshop or Adobe Illustartor are also acceptable. Ads sent in word-processing formats are not accepted. Ads sent in any other format may cause additional charges to be added for conversion. For future pick-ups-with-changes, changes can be made to application files most readily. Art changes prices may vary.

Colors

Make sure that any colors used in your file or support files such as logos or photographs are comprised of only 4/C process colors (not RGB or PMS). Please delete any unused colors from your file for easier processing.

Fonts and Support Images

All fonts used in the application document, plus any fonts in placed graphics, must be included when file is provided. Any support images must be a minimum of 300 dpi. Lesser resolution will be result pixelated images.

What To Include

When submitting ad materials, include all applicable files, support files and fonts. Color proofs are an important part of insuring that your ad will be printed to the best standard possible. Please reference advertising for UCSD Alumni publication.

Contact Information

Technical support: Patera Design | reachus@patera.net | 858.622.0690
Advertising support: Brittan Trozzi | brittan@ucsd.edu | 858.822.4055

ucsd
alumni