

ARIZONA DAILY WILDCAT

Advertising Technical Specifications

Sizing:

Column Widths:

1 column = 1.5625"

2 columns = 3.3125"

3 columns = 5.0625"

4 columns = 6.8125"

5 columns = 8.5"

6 columns = 10.25"

Smallest ad: 1 column x 2" or 2 columns by 1" (in classifieds: 1 column by 1 inch)

Ads can be sized in half inch increments (for instance, 3 columns by 8.5"). Ads that are larger than 13" must be bumped up to 16" tall.

Ads need to be designed to the exact width and height (ads that are a little short – no more than .1" inch – are acceptable). These ads will be "floated" in the white space. Ads shorter than .1" are floated with permission of the client.

Programs – Files accepted:

PDF file – BEST and preferred format!

- All fonts must be embedded!
- Use the X1A 2001 setting in Distiller Pro to create your PDF – this is very important!

JPEG

TIFF

EPS (convert fonts to outlines)

Photoshop

Illustrator (version 10 or earlier)

For all formats:

- Insure all graphics are set to at least 150 dots per inch.
- Convert all fonts to outlines.
- Set all halftones to 100 lines per inch.

Colors:

- Red spot color must be set to magenta (the color will be converted to red in printing).
- Blue spot color must be set to cyan (the color will be converted to blue in printing).
- All color ads should be CMYK and not RGB.

Files not accepted:

- All files should be of one of the formats listed above. We do not accept Microsoft Word, Publisher, Powerpoint or any other format not listed.
- We do not accept veloxes, negatives or paper ads.

Files that are not sized correctly or do not adhere to a specification noted in this sheet will be returned to the client for correction.

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Advertising Technical Specifications – cont.

Submitting Your Ad:

E-mail address: E-mail all ads to display@wildcat.arizona.edu

Ads up to 5 MB are acceptable via e-mail.

If e-mailing, please include your name, company name, the ad run dates and the name of your account executive in the body of the e-mail.

Please fax the ad copy to 520-621-3094 so we can compare the e-mail to your hard copy.

FTP Site:

Site name: [wproduction.arizona.edu](ftp://wproduction.arizona.edu)

User name: client

Password: logypote