

University Affairs Mechanical Specifications for Editorial Display Advertising



Display Sizes		WIDTH	HEIGHT	B&W	COLOUR	new pricing effective April 1, 2011
Double page Bleed		TRIM SIZE	18"	10.875"	\$7,000	\$8,000
		LIVE AREA	17"	9.875"		
		BLEED SIZE	18.25"	11.125"		
Full page Bleed		TRIM SIZE	9"	10.875"	\$3,500	\$4,000
		LIVE AREA	8"	9.875"		
		BLEED SIZE	9.25"	11.125"		
2/3 page Vertical		AD SIZE	5.27"	9.875"	\$2,800	\$3,300
		BLEED	n/a	n/a		
1/2 page Horizontal		AD SIZE	8"	4.4675"	\$2,240	\$2,740
		BLEED	n/a	n/a		
1/2 page Vertical*		AD SIZE	3.905"	9.875"	\$2,240	\$2,740
		BLEED	n/a	n/a		* Only available for appointment notice ads in the <i>People</i> section of the magazine.
1/3 page Vertical		AD SIZE	2.54"	9.875"	\$1,790	\$2,040
		BLEED	n/a	n/a		
1/4 page Horizontal		AD SIZE	8"	2.1388"	\$1,440	\$1,690
		BLEED	n/a	n/a		
1/4 page Vertical*		AD SIZE	1.8575"	9.875"	\$1,440	\$1,690
		BLEED	n/a	n/a		* Only available for appointment notice ads in the <i>People</i> section of the magazine.
1/4 page Square		AD SIZE	5.27"	4.4675"	\$1,440	\$1,690
		BLEED	n/a	n/a		
1/6 page Vertical		AD SIZE	2.54"	4.4675"	\$1,150	\$1,400
		BLEED	n/a	n/a		



Did you know?

You can save up to 25% with our frequency discount pricing!
Contact advertising@aucc.ca for details.

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Trim size

9" wide × 10.875" high

Bleed

Full page bleed size should be 9.25" wide × 11.125" high

Spread

Supply page spreads in single page units with 0.125" bleed around all *outside* edges

Display ad sizing

Please refer to dimensions and thumbnail illustrations provided on preceding page.

Paper stock and binding

- *Cover*: Supreme Silk FSC 100 lb.
- *Text*: LibertyGloss 45 lb.
- Saddle stitched

Image and type preparation

- Resolution of the images should be 300 dpi, CMYK
- Black type should be 100% K and not Registration black (100C, 100M, 100Y, 100K)
- Minimum rule size of .25pt is recommended

Colour proofs

- Supplying colour proofs with your CMYK colour files is recommended
- A calibrated, digital proof with stock & press gain simulations must be submitted if the printer is to match colour on digital files
- Proofs should conform to SWOP standards

Inserts, gate folds and customized design

Please inquire.

Print-ready materials

Print-ready materials may be supplied in digital format in two ways:

1. Press quality PDF (Acrobat) files created from professional layout programs (preferred format).
2. Postscript, QuarkXpress or Adobe InDesign files. You must include all screen and printer fonts, as well as any image files used in the advertisement.

File delivery

You can supply files by e-mail, on CD or via our online file transfer service "Loading Dock" (universityaffairs.loadingdock.ca). Do not forget to include contact information, the advertisement number and issue(s) in which the ad will be published.

PDF preparation

Use the following checklist to help you create high quality PDF files that reproduce well. For further information and a more detailed explanation of PDF creation, please see:

www.adobe.com/products/postscript/pdfs/pdfprint.pdf

- Use Acrobat Distiller's "Press Quality" setting
- Convert all colours to CMYK
- Downsample (bicubic) to 300 pixels any colour or greyscale images above 450 pixels
- Downsample (bicubic) to 1200 pixels any monochrome image above 1800 pixels
- Use ZIP image compression
- Crop marks should be offset 12pt (.1667") and bleed set to .125" when making PDFs from a file
- Embed all fonts used in ad (do not subset)



How to book

For University advertising, contact Glen Ashworth at 613-563-3961 x248 or gashworth@uacc.ca.

For all other advertising, please email advertising@uacc.ca or call Martin Seto at 416-907-6562.

Please provide the following information with your order:

- Issue in which you want the ad published
- Format: "Editorial ad"
- Billing address, contact name, telephone, fax and e-mail