

## PRODUCTION SPECIFICATIONS



**1 FULL PAGE**

**VERTICAL - 8.5" X 11"**

**BLEED - .25" ON ALL SIDES**

**NO TEXT - .5" FROM THE EDGE**



**1/2 PAGE**

**HORIZONTAL - 8" WIDE X 5" TALL**

**NO TEXT - .375" FROM THE EDGE**



**1/4 PAGE**

**VERTICAL - 4" WIDE X 5" TALL**

**NO TEXT - .375" FROM THE EDGE**



**1/8 PAGE**

**HORIZONTAL - 4" WIDE X 2.5" TALL**

**NO TEXT - .375" FROM THE EDGE**

### VERY IMPORTANT FOR PRODUCTION:

1. Full bleed images must include a 1/4" bleed area outside of page area with crop marks
2. All files must be cmyk (no spot or rgb colors)
3. Rules thinner than 0.5" will not print
4. Digital ads accepted in pdf (in press resolution format) preferably, but will accept 300 dpi Photoshop, Illustrator with fonts outlined, or Indesign packaged with all fonts and graphics included.
5. Photographs and logos must be 300 dpi or higher.
6. The magazine is printed in 4-color process with no spot colors.

### IN CASE YOU NEED IT:

**sellabrat**ions provides ad design and production services for an additional fee based on the size of the ad. Advertisers must pay for services in advance.

Email artwork to your student sales representative.