



advertising Specifications



Brown Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	7.75"	10.25"
FP ad safe area	7"	9.5"
FP ad bleed page	8.25"	10.75"
FP ad bleed spread	16"	10.75"
2/3	4.313"	9.125"
1/2 (horiz)	6.563"	4.375"
1/3 (sq)	4.313"	4.375"
1/3 (vert)	2.063"	9.125"
1/6 (vert)	2.063"	4.375"

Dartmouth Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	8.125"	10.875"
FP ad safe area	7.825"	10.575"
FP ad bleed page	8.625"	11.375"
FP ad bleed spread	16.75"	11.375"
2/3	4.5"	10"
1/2 (horiz)	7"	4.875"
1/3 (sq)	4.5"	4.875"
1/3 (vert)	2.125"	10"
1/6 (horiz)	4.5"	2.375"
1/6 (vert)	2.125"	4.875"

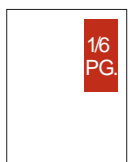


Pennsylvania Gazette

	WIDTH	DEPTH
FP ad trim size	8.375"	10.875"
FP ad safe area	7"	9.5"
FP ad bleed page	8.625"	11.125"
FP ad bleed spread	17.25"	11.125"
2/3	4.625"	9.5"
1/2 (horiz)	7"	4.625"
1/3 (sq)	4.625"	4.625"
1/3 (vert)	2.25"	9.5"
1/6 (vert)	2.25"	4.625"

Princeton Alumni Weekly

	WIDTH	DEPTH
FP ad trim size	8.125"	10.875"
FP ad safe area	7.625"	10.375"
FP ad bleed page	8.625"	11.375"
FP ad bleed spread	16.75"	11.375"
2/3	4.5"	9.625"
1/2 (horiz)	6.875"	4.75"
1/3 (sq)	4.5"	4.75"
1/3 (vert)	2.125"	9.625"
1/6 (vert)	2.125"	4.75"
1/6 (horiz)	4.5"	2.25"



Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

NOTE: When submitting ads, please make sure all color bars and crop marks are outside the bleed. Please submit ads to Pam Gorelow at pgorelow@stanford.edu. Questions? Call Pam at 650-725-0672.



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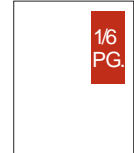
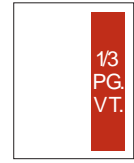
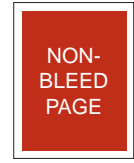
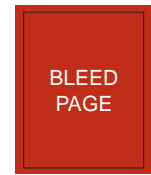


Stanford Magazine

	WIDTH	DEPTH
FP ad trim size	9"	10.875"
FP ad safe area	7.5833"	9.6667"
FP ad bleed page	9.5"	11.375"
FP ad bleed spread	18.5"	11.375"
2/3	5"	9.6667"
1/2 (horiz)	7.5833"	4.8333"
1/3 (sq)	5"	4.8333"
1/3 (vert)	2.4167"	9.6667"
1/6 (vert)	2.4167"	4.8333"

University of Chicago Magazine

	WIDTH	DEPTH
FP ad trim size	7.5"	10"
FP ad safe area	7"	9.5"
FP ad bleed page	8"	10.5"
FP ad bleed spread	15.5"	10.5"
2/3	4.2222"	8.8438"
1/2 (horiz)	6.42"	4.35"
1/3 (sq)	4.2222"	4.375"
1/3 (vert)	2.0278"	8.8438"
1/6 (vert)	2.0278"	4.375"



Yale Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	8.375"	10.875"
FP ad safe area	7.375"	9.875"
FP ad bleed page	8.625"	11.125"
FP ad bleed spread	17.25"	11.125"
2/3	4.75"	9.625"
1/2 (horiz)	7.25"	4.75"
1/3 (sq)	4.75"	4.75"
1/3 (vert)	2.25"	9.625"
1/6 (vert)	2.25"	4.75"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

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Production requirements

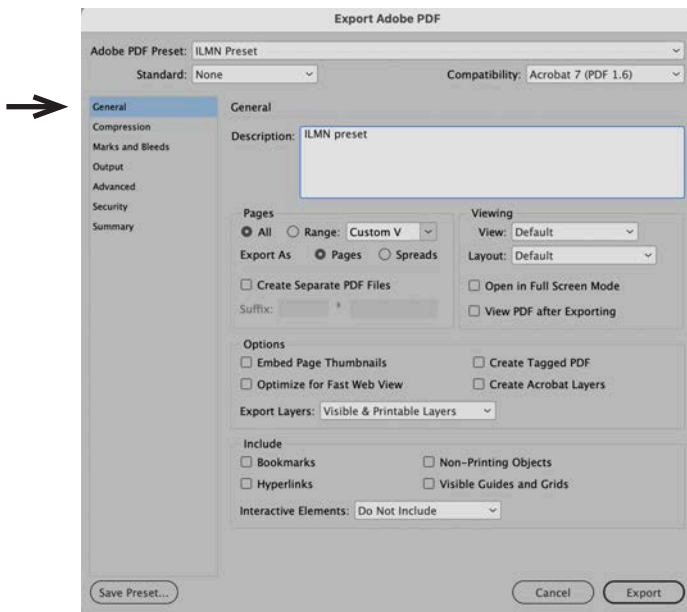
DIGITAL MATERIALS

- Distinguish your file with the ADVERTISER'S NAME and issue date (i.e. Brown-Spring26 or Yale-JanFeb26)
- Photos and graphics MUST be at least 300 ppi, CMYK or grayscale.
- NO RGB IMAGES
- NO PMS SPOT COLORS
- FLATTEN TRANSPARENCIES
- DO NOT USE 4-COLOR BLACK FOR BODY TEXT: Make sure it's C:0%; M:0%; Y:0%; K:100%

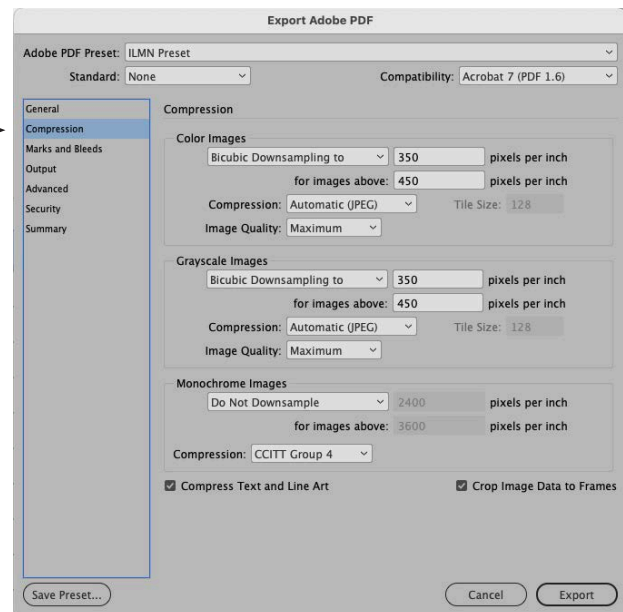
Exporting your PDF

As shown below, please use the following settings when exporting your PDF.
If you are a regular client, you may benefit by making an ILMN preset for future use.

1. File --> Export --> General

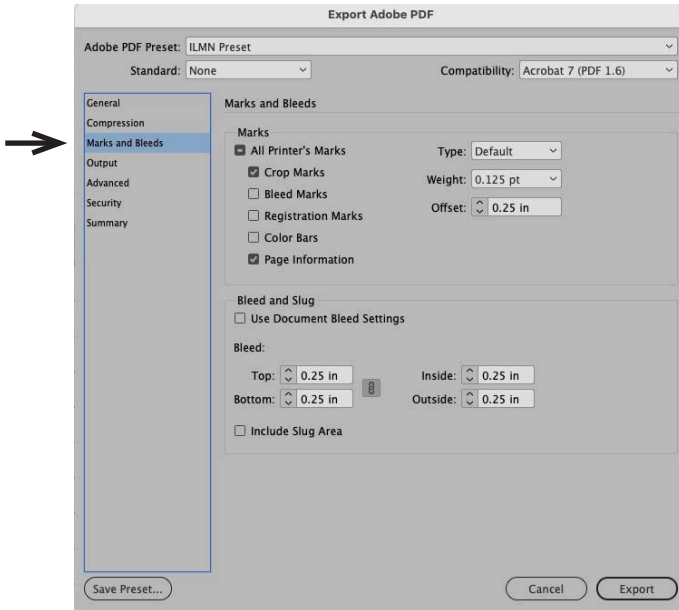


2. Compression

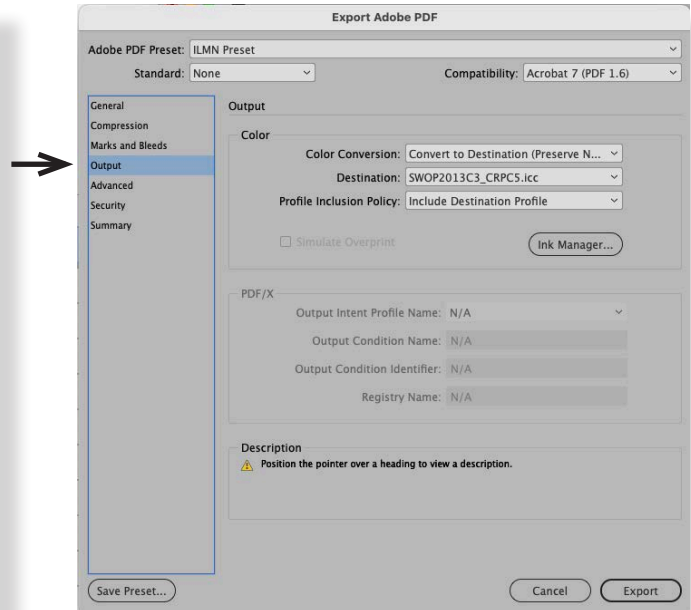


Exporting your PDF (continued)

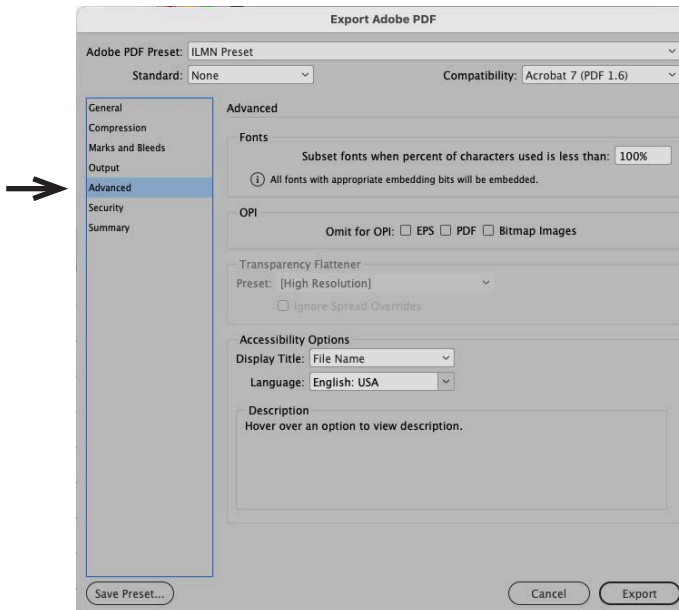
3. Marks and Bleeds



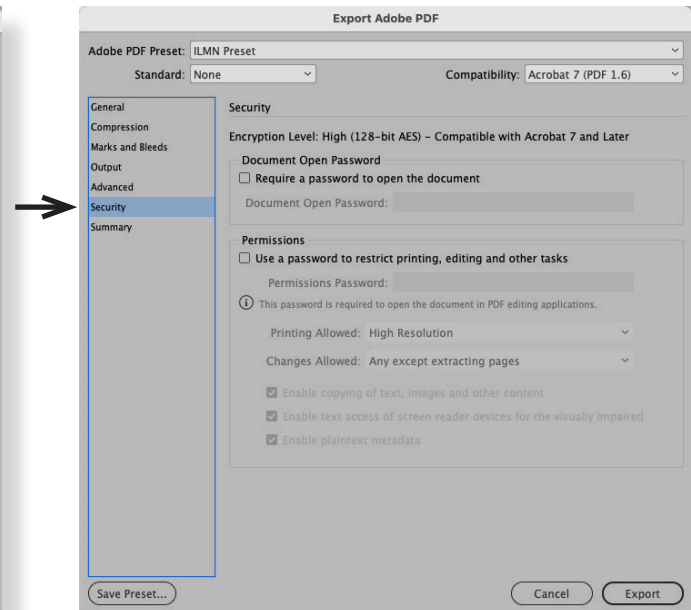
4. Output



4. Advanced



5. Security --> Export --> Save





Web Advertising specifications

Publication	Ad Size(s)	Ad Format*	URL
<i>Brown Alumni Magazine</i>	300 W x 600 H	gif, jpg, or png	brownalumnimagazine.com
<i>Dartmouth Alumni Magazine</i>	300 W x 250 H; 728 W x 90 H	gif, jpg, or png	dartmouthalumnimagazine.com
<i>Pennsylvania Gazette</i>	300 W x 250 H; 300 W x 150 H	gif, jpg, or png	thepenngazette.com
<i>Princeton Alumni Weekly</i>	300 W x 250 H	gif, jpg, or png	paw.princeton.edu
<i>Stanford Alumni Magazine</i>	300 W x 250 H; 728 W x 90 H	gif, jpg, or png	stanfordmag.org
<i>Yale Alumni Magazine</i>	300 W x 250 H; 728 W x 90 H	gif, jpg, or png	yalealumnimagazine.com

* File size limit 1MB.

** The University of Chicago Magazine does not currently accept advertising on their website.

Please be sure to include a destination (click-through) URL.

Material may be emailed to pgorelow@stanford.edu or call Pam Gorelow at 650-725-0672 with questions.