



advertising Specifications



Pennsylvania Gazette/ Yale Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	8.125"	10.5"
FP ad safe area	7"	9.25"
FP ad bleed page	8.625"	11"
FP ad bleed spread	16.75"	11"
2/3	4.563"	9.625"
1/2 (horiz)	7"	4.75"
1/2 (vert)	4.563"	7.125"
1/3 (sq)	4.563"	4.75"
1/3 (vert)	2.188"	9.625"
1/6 (vert)	2.188"	4.75"
1/12	2.188"	2.25"

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

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	4.3125"	8.125"
1/2 (horiz)	6.05625"	4.375"
1/2 (vert)	4.3125"	6.5"
1/3 (sq)	4.3125"	4.375"
1/3 (vert)	2.0625"	9.125"
1/6 (vert)	2.0625"	4.375"
1/12	2.0625"	2.0625"

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

Princeton Alumni Weekly

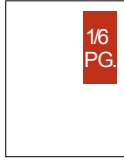
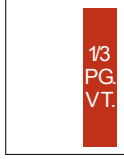
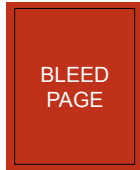
	WIDTH	DEPTH
FP ad trim size	8.125"	10.875"
FP ad safe area	6.875"	9.625"
FP ad bleed page	8.625"	11.375"
FP ad bleed spread	16.75"	11.375"
2/3	4.5"	9.625"
1/2 (horiz)	6.875"	4.75"
1/2 (vert)	4.5"	7.25"
1/3 (sq)	4.5"	4.75"
1/3 (vert)	2.125"	9.625"
1/6 (vert)	2.125"	4.75"
1/12	2.125"	2.25"

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

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"
1/2 (vert)	3.7083"	9.6667"
1/3 (sq)	5"	4.8333"
1/3 (vert)	2.4167"	9.6667"
1/6 (vert)	2.4167"	4.8333"
1/12	2.4167"	2.35"

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.



advertising Specifications



University of Chicago Magazine

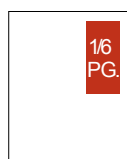
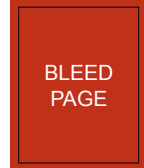
	WIDTH	DEPTH
FP ad trim size	7.5"	10"
FP ad safe area	6.4375"	8.825"
FP ad bleed page	8"	10.5"
FP ad bleed spread	15.5"	10.5"
2/3	4.25"	8.825"
1/2 (horiz)	6.4375"	4.3125"
1/2 (vert)	3.125"	8.825"
1/3 (sq)	4.25"	4.3125"
1/3 (vert)	2"	8.825"
1/6 (vert)	2"	4.3125"
1/12	2"	2.0625"

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

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"
1/2 (vert)	4.5"	7.125"
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"
1/12 (sq)	2.125"	2.375"

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.



Production requirements

DIGITAL MATERIALS

PDF/X-1a files are preferred - packaged
InDesign files are also accepted. All graphics
must be sent as CMYK (.tif) or EPS (.eps) files
at a resolution of 300 dpi, all fonts must be
included. File size limit is 1MB.

ADDITIONAL CHARGES:

PMS-specified colors are charged as a fifth
color. The quoted two-color rates apply only
to color matched inks by printer.

PROOFS

To ensure color accuracy, digital files should
be accompanied by an Epson (or equivalent)
proof that matches the supplied ad. Proofs
are required for each of the magazines in
which the ad appears. (Nine color proofs are
required for ads running network-wide.)

PLEASE SEND ADVERTISING MATERIALS TO

Pam Gorelow

Phone 650.725.0672

pgorelow@stanford.edu

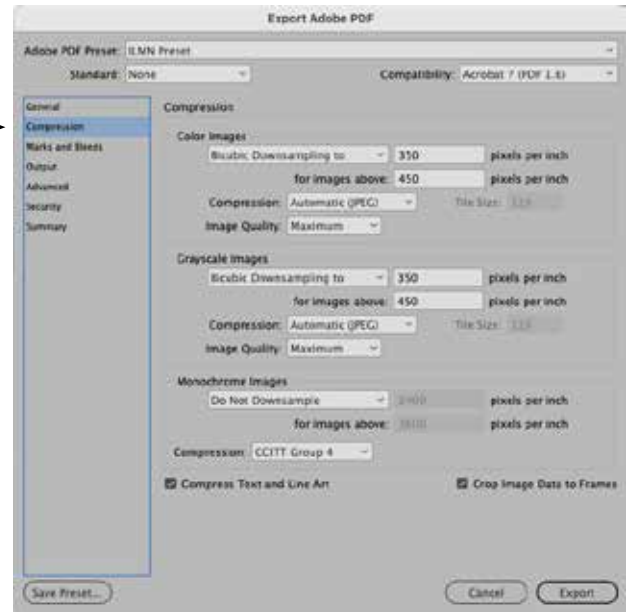
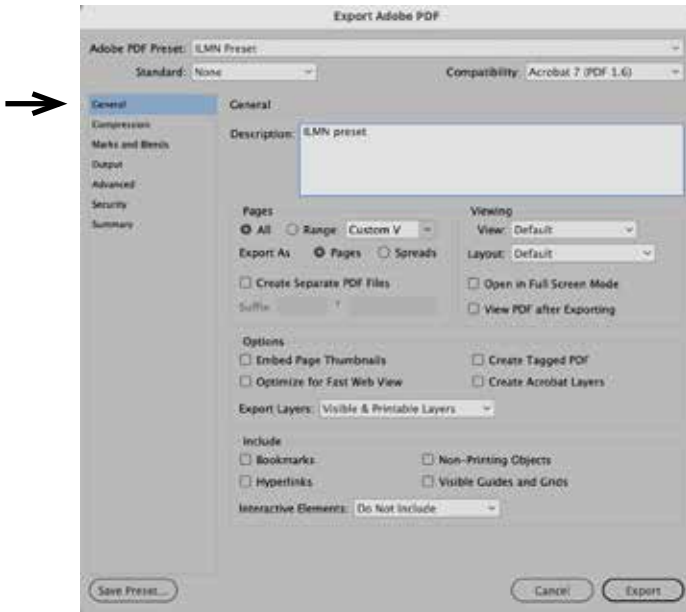
Exporting your PDF

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.

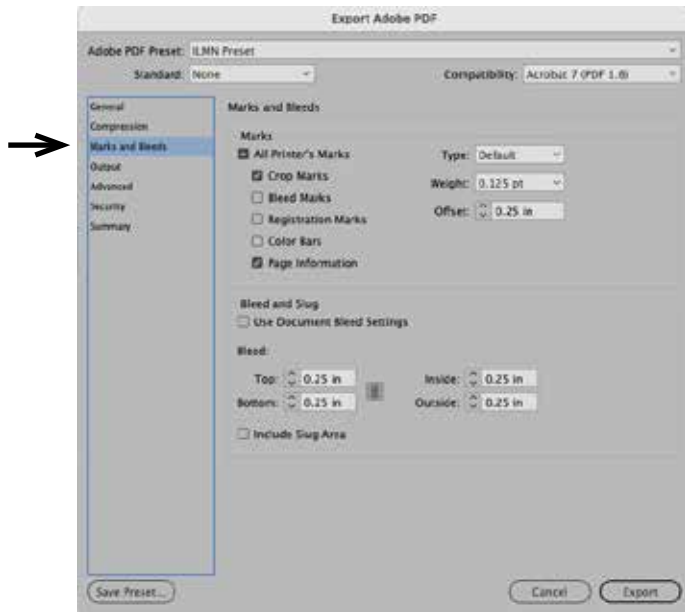
1. File --> Export --> General

2. Compression

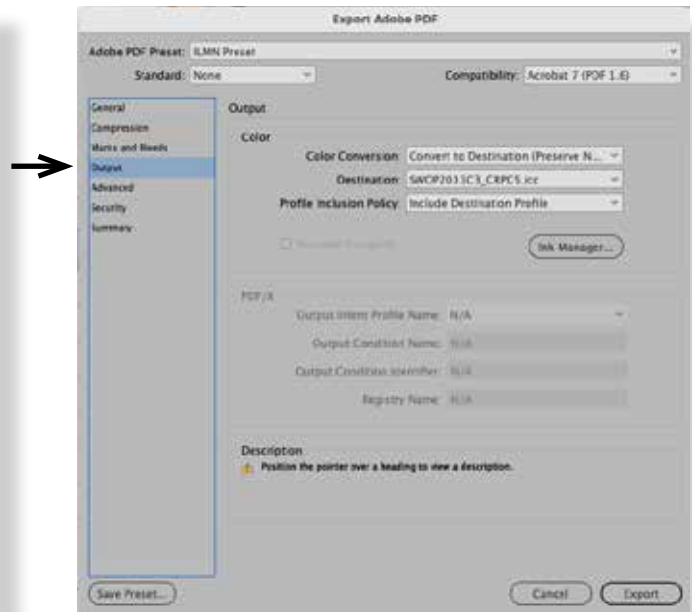


Exporting your PDF (continued)

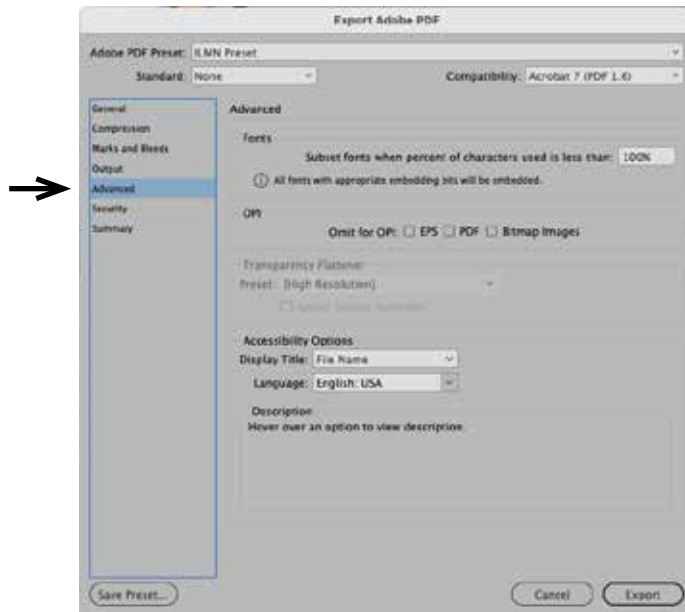
3. Marks and Bleeds



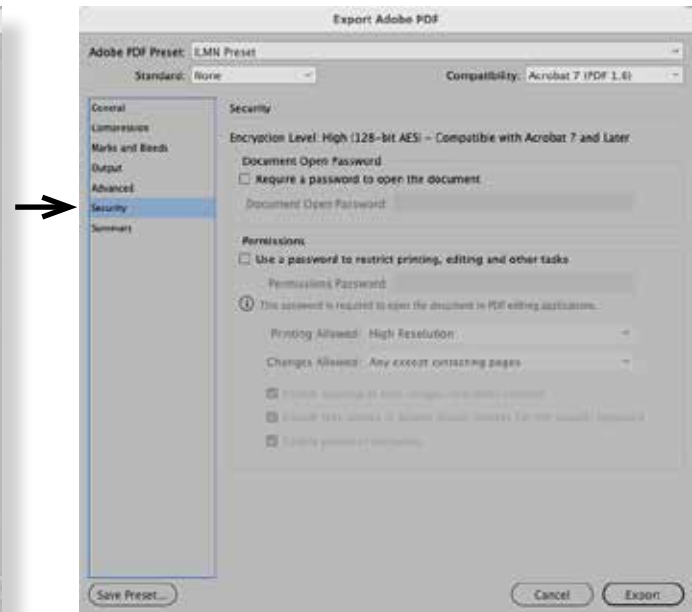
4. Output



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.