

# University Affairs Mechanical Specifications for Editorial Display Advertising



Display Sizes			WIDTH	HEIGHT
<b>Double page Bleed</b>		TRIM SIZE	18"	10.875"
		LIVE AREA	17"	9.875"
		BLEED SIZE	18.25"	11.125"
<b>Full page Bleed</b>		TRIM SIZE	9"	10.875"
		LIVE AREA	8"	9.875"
		BLEED SIZE	9.25"	11.125"
<b>2/3 page Vertical</b>		AD SIZE	5.27"	9.875"
		BLEED	n/a	n/a
<b>1/2 page Horizontal</b>		AD SIZE	8"	4.4675"
		BLEED	n/a	n/a
<b>1/2 page Vertical*</b>		AD SIZE	3.905"	9.875"
		BLEED	n/a	n/a
<b>1/3 page Vertical</b>		AD SIZE	2.54"	9.875"
		BLEED	n/a	n/a
<b>1/4 page Horizontal</b>		AD SIZE	8"	2.1388"
		BLEED	n/a	n/a
<b>1/4 page Vertical*</b>		AD SIZE	1.8575"	9.875"
		BLEED	n/a	n/a
<b>1/4 page Square</b>		AD SIZE	5.27"	4.4675"
		BLEED	n/a	n/a
<b>1/6 page Vertical</b>		AD SIZE	2.54"	4.4675"
		BLEED	n/a	n/a

\* Only available for appointment notice ads in the *People* section of the magazine.

Deadlines	RESERVATION DEADLINE	PRINT-READY MATERIAL DEADLINE	PUBLICATION MAILOUT DATE
<b>February 2010</b>	Dec 4	Dec 14	Jan 11
<b>March 2010</b>	Jan 15	Jan 25	Feb 8
<b>April 2010</b>	Feb 12	Feb 22	Mar 8
<b>May 2010</b>	Mar 12	Mar 22	Apr 6

Pricing/Insertion	B & W	FULL COLOUR
<b>Double page Bleed</b>	\$6,800	\$7,800
<b>Full page Bleed</b>	\$3,400	\$3,900
<b>2/3 page Vertical</b>	\$2,720	\$3,220
<b>1/2 page Horizontal</b>	\$2,175	\$2,675
<b>1/2 page Vertical</b>	\$2,175	\$2,675
<b>1/3 page Vertical</b>	\$1,740	\$1,990
<b>1/4 page Horizontal</b>	\$1,395	\$1,645
<b>1/4 page Vertical</b>	\$1,395	\$1,645
<b>1/4 page Square</b>	\$1,395	\$1,645
<b>1/6 page Vertical</b>	\$1,115	\$1,365

Save up to 25% with our frequency discount pricing. Contact [ua\\_sales@aucc.ca](mailto:ua_sales@aucc.ca) for details.

# University Affairs Mechanical Specifications for Editorial Display Advertising



## 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*: Spicers Supreme Silk FSC 100 lb.
- *Text*: Leipa Ultra Lux FSC 44 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 ([www.university.loadingdock.ca](http://www.university.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/pdfforprint.pdf](http://www.adobe.com/products/postscript/pdfs/pdfforprint.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)

# University Affairs Mechanical Specifications for Career Boxed Ads



Display Sizes			WIDTH	HEIGHT
<b>Full page</b>		AD SIZE	8"	9.125"
		BLEED	n/a	n/a
<b>3/4 page Vertical</b>		AD SIZE	5.9563"	9.125"
		BLEED	n/a	n/a
<b>1/2 page Vertical</b>		AD SIZE	3.9125"	9.125"
		BLEED	n/a	n/a
<b>1/2 page Horizontal</b>		AD SIZE	8"	4.475"
		BLEED	n/a	n/a
<b>3/8 page Vertical</b>		AD SIZE	3.9125"	6.7991"
		BLEED	n/a	n/a
<b>3/8 page Horizontal</b>		AD SIZE	5.9563"	4.475"
		BLEED	n/a	n/a
<b>1/4 page Vertical</b>		AD SIZE	1.8687"	9.125"
		BLEED	n/a	n/a
<b>1/4 page Horizontal</b>		AD SIZE	8"	2.149"
		BLEED	n/a	n/a
<b>1/4 page Square</b>		AD SIZE	3.9125"	4.475"
		BLEED	n/a	n/a
<b>1/8 page Vertical</b>		AD SIZE	1.8687"	4.475"
		BLEED	n/a	n/a
<b>1/8 page Horizontal</b>		AD SIZE	3.9125"	2.149"
		BLEED	n/a	n/a

Deadlines	RESERVATION DEADLINE	PRINT-READY MATERIAL DEADLINE	PUBLICATION MAILOUT DATE
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Pricing/Insertion	B & W	FULL COLOUR
<b>Full page</b>	\$3,520	\$4,020
<b>3/4 page Vertical</b>	\$2,640	\$3,140
<b>1/2 page Vertical</b>	\$1,760	\$2,260
<b>1/2 page Horizontal</b>	\$1,760	\$2,260
<b>3/8 page Vertical</b>	\$1,320	\$1,570
<b>3/8 page Horizontal</b>	\$1,320	\$1,570
<b>1/4 page Vertical</b>	\$880	\$1,130
<b>1/4 page Horizontal</b>	\$880	\$1,130
<b>1/4 page Square</b>	\$880	\$1,130
<b>1/8 page Vertical</b>	\$440	\$690

# University Affairs

## Mechanical Specifications for Career Boxed Ads



### Career ad sizing

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

### Paper stock and binding

- *Cover*: Spicers Supreme Silk FSC 100 lb.
- *Text*: Leipa Ultra Lux FSC 44 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

### Non print-ready materials

These files will be typeset by our staff at no additional cost. If you want to include logos or other images, please supply them with a minimum resolution of 300 dpi in EPS, TIFF or JPEG format. We cannot use Web images nor images in word processor files for typesetting.

### 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.

*Note*: In addition to a print-ready file, please supply your career ad in word/text format to [ua@aucc.ca](mailto:ua@aucc.ca) for uploading to our website on publication mailout date.

### File delivery

You can supply files by e-mail, on CD or via our online file transfer service ([www.university.loadingdock.ca](http://www.university.loadingdock.ca)). Do not forget to include contact information, the advertisement number and issue(s) in which the ad will be published.

### PDF preparation

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