University Affairs
Mechanical Specifications for Career Boxed Ads

UA/AU

Career 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 0.25pt 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@univcan.ca for uploading to our website on publication mailout date.

File delivery
You can supply files by e-mail or via our online transfer service (univcan.wetransfer.com). Do not forget to include contact information, the advertisement number (provided at time of ad booking) and issue(s) in which this 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

- 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 (0.1667") and bleed set to 0.125" when making PDFs from a file
- Embed all fonts used in ad (do not subset)

How to book

To submit your career ad for *University Affairs*, please e-mail ua@univcan.ca and provide the following information:

- Issue in which you want the ad published (for print advertisements)
- Indicate format: "Career web ad", "Career boxed ad" or "Career text ad"
- Billing address, contact name, telephone, fax and e-mail
- Ad copy or artwork (Note: Web career ads must be supplied as Word or text files)

If you have not received confirmation of your order within one business day, we suggest you re-send a backup order. Once you've received a confirmation, there's no need to re-send.