



**American Association for Affirmative Action**

**2008 ADVERTISEMENT FORMATS**

<p><b>Full page (vertical) ad No bleed 7 1/2" w x 10" h</b></p>	<p><b>Half page (horizontal) ad No bleed 7 1/2" w x 4 15/16" h</b></p>
	<p><b>Quarter page (vertical) ad No bleed 3 11/16" w x 4 15/16" h</b></p>

**Ad Deadline**

**Ads Due March 14, 2008**

CDs and Zips are acceptable.

**Submit advertising materials to:**

University of Maryland University College  
Office of Diversity Initiatives  
3501 University Blvd. East  
Suite ICC 3113  
Adelphi, MD 20783  
Atten: Shari Cammack

**Ad sizes**

Full page (vertical) ad, no bleed:  
7 1/2" w x 10" h

Half page (horizontal) ad, no bleed:  
7 1/2" w x 4 15/16" h  
7.5" x 4.9375"

Quarter page (vertical) ad, no bleed:  
3 11/16" w x 4 15/16" h  
3.6875" x 4.9375"

## **B/W Ad Specifications**

A composite proof which represents the final digital file is requested for content proof **ONLY**.

- Please fax copy at the time of art submission to 301.985.6754
- Attn: Shari Cammack

Graphics must be supplied at or greater than 266 dpi.

- Line Screen 133 lpi.
- Effective resolution 266-300 dpi.
- No spot colors, RGB, LAV, or ICC color profiles.

Only Type 1 Postscript fonts are accepted. No Multiple Master or True Type fonts.

- When possible, convert fonts to outline.
- Do not use artificial font stylizations such as bold/italic/underline options in QuarkXPress.
- Use proper font families.

EPS or TIFF accepted. *(No JPEG images.)*

## **Digital Ad Specifications**

For best reproduction, digital data is required for ad submission presented in a PDF preferred format.

Fonts must be embedded and only Type 1 Postscript fonts are accepted. *No Multiple Master or True Type fonts.*

All non-spec fonts should be converted to outlines prior to creating PDF.

Standard trim, bleed, and printer marks required. *No marks included in live image area.*

Do not use JPEG encoding or LZW Compression.

## **Application Files**

MacIntosh, QuarkXPress, PhotoShop, or Illustrator files are accepted. *PC formats are not accepted, unless converted to PDF prior to submission.* Include all fonts (screen and printer) along with graphics provided at an effective resolution of 266-300 dpi.

**NOTE:** Ads submitted in other application programs may be subject to additional conversion and production charges.

*No PublisherPro files accepted.*  
*Film negatives are NOT accepted.*

## **E-mail ads to:**

**diversity-initiatives@umuc.edu**

Ads sent via e-mail must not exceed 75MB gross file size. Files should be compressed into a Stuffit file, or self-extracting archive. Anything larger please call 301.985.7940