

YALE ALUMNI MAGAZINE ADVERTISING PRODUCTION REQUIREMENTS

DIGITAL REQUIREMENTS

PREFERRED FILE FORMAT: PDF/X-1A

Acceptable formats: PDF (with fonts embedded), EPS (with fonts outlined), TIF, or TIFF.

Black type and black logos must be 100% black. Rich black, 4/C black, or registration black text or lineart are not accepted.

300 dpi minimum resolution for CMYK and grayscale images; 1200 dpi for lineart.

RGB, index, LAB, calibrated, ICC, PMS (Pantone), spot, and fifth colors will be converted to the nearest CMYK equivalent, which may result in unexpected color shifts.

Density will be reduced to 260% TAC.

Method of printing: web offset.

Advertisers who submit a noncompliant file will be notified and asked to supply a revised file.

ADVERTISEMENT DIMENSIONS (WIDTH X HEIGHT)

COVER (TRIM SIZE): 8.375 x 10.875"

LIVE AREA: 7.375 x 9.875"

SIZE OF ISSUE (COVER TO COVER): 16.75 x 10.875"



BLEED PAGE
8.625 x 11.125"



FULL PAGE
7.25 x 9.625"



2/3 PAGE
4.75 x 9.625"



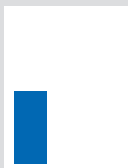
1/2 PAGE
7.25 x 4.75"



1/3 PAGE VT.
2.25 x 9.625"



1/3 PAGE SQ.
4.75 x 4.75"



1/6 PAGE
2.25 x 4.75"



1/12 PAGE
2.25 x 2.25"

AD SPACE RESERVATION DEADLINES & PRINT-READY AD DEADLINES 2016

	AD SPACE RESERVATION	PRINT-READY AD DEADLINE
JAN/FEB	November 15	November 30
MAR/APR	January 15	January 30
MAY/JUNE	March 15	March 30
JULY/AUG	May 15	May 30
SEPT/OCT	July 15	July 30
NOV/DEC	September 15	September 30

SEND ADVERTISEMENTS TO
Mary Beard
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203 432 0653 **PHONE**

OFFICE ADDRESS
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