

Advertising Mechanical Specifications

MAGAZINE ADVERTISEMENTS

<i>Digital Files</i>	PDF 300 dpi • EPS 300 dpi • TIF 300 dpi															
<i>Transfer Method</i>	Mail - Beverly Carnahan MSU Alumni Association 242 Spartan Way East Lansing, MI 48824-2005															
<i>Resolution</i>	E-mail - carnaha1@alumni.msu.edu Fax - (517) 432-7769															
<i>File Format</i>	Include high resolution CMYK files <i>No RGB or spot colors</i>															
<i>Ad Proofs</i>	All files must be in PDF • EPS • TIF format <i>No JPEG files</i> Include color proof - The MSUAA is not responsible for color or file content if proof is not provided.															
<i>File Preparation</i>	All files must be properly prepared for printing. Advertising placement may not be accepted after the "materials due date."															
<i>Live Area and Bleeds</i>	Live area is .5" from the trim. Ad dimensions are for live area. Trim size is 10.875 x 8.375. Add .75" for each margin that bleeds.															
<i>Content</i>	MSU Alumni Association reserves the right to reject any ad based on content or images contained in the ad for any reason.															
<i>Due Dates</i>	<table> <thead> <tr> <th>Issue</th> <th>Space Reservation</th> <th>Art Due</th> </tr> </thead> <tbody> <tr> <td>Fall</td> <td>July 1</td> <td>July 15</td> </tr> <tr> <td>Winter</td> <td>October 1</td> <td>October 15</td> </tr> <tr> <td>Spring</td> <td>January 1</td> <td>January 15</td> </tr> <tr> <td>Summer</td> <td>April 1</td> <td>April 15</td> </tr> </tbody> </table>	Issue	Space Reservation	Art Due	Fall	July 1	July 15	Winter	October 1	October 15	Spring	January 1	January 15	Summer	April 1	April 15
Issue	Space Reservation	Art Due														
Fall	July 1	July 15														
Winter	October 1	October 15														
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Summer	April 1	April 15														

BANNER ADVERTISEMENTS

<i>Dimensions</i>	385 x 50 pixels
<i>Accepted Media</i>	GIF and JPEG banners
<i>Maximum File Size</i>	40K
<i>Animation</i>	3 loops, 5 frames maximum
<i>Browsers</i>	Must function cross-platform on 4.0 and later browsers such as Internet Explorer, Netscape and AOL.
<i>Due Date</i>	All banners must be received at least five business days prior to placement for pre-testing. Time frames subject to change based on any technical difficulties.
<i>Content</i>	MSU Alumni Association reserves the right to reject any ad based on content or images contained in the banner for any reason.

@MSU E-NEWSLETTER

<i>Dimensions</i>	Limited to two lines of text
<i>Due Date</i>	The text and link are due the 15 th of the month prior to the ad run date.
<i>Content</i>	MSU Alumni Association reserves the right to reject any ad based on content or images contained in the description or the link for any reason.

Magazine Advertising Dimensions

Size	Depth	Width
A - Back Outside Cover	8.5"	7.375"
B - Inside Front - Back Cover - Full Page	9.75"	7.375"
C - Half Page Vertical	9.125"	3.625"
D - Half Page Horizontal	4.375"	7.375"
E - One Quarter Page	4.5"	3.625"

