

Designing Your Ad: *Artwork Specifications 2008*



UD In-House Design Services

The UD Production department will create your ad at no charge. To do this we need the following:

- Clear instructions describing all content.
- Original examples of logos or artwork to be used.
- Other helpful hints and tips

Your sales representative will help you submit this information. A proof will be sent within two weeks of receiving the completed contract in the home office. You are welcome to make changes at this time, providing you are within our production timeframe (indicated on your proof).

Providing Your Ad Electronically

- Ads must be saved in vector graphic illustration software, such as Adobe Illustrator or Macromedia Freehand in EPS format. We also accept Multi-Ad Creator 7.0 EPS files and PDF files.
- Ads must be saved at the correct dimensions.
- All fonts must be outlined, converted to paths or embedded.
- All linked files must be provided in TIFF format.
- All spot color must be clearly delineated in magenta only. It will be converted to the appropriate PMS shade at a later date by our production staff.
- Grayscale photographs must be saved at 100% and at 300 dpi.
- The linescreen must be set to 85 for yellow page ads and 150 for cover and divider ads.
- Full color ads should be set up in CMYK.

Mailing Your Electronic Ad

Please provide the following information:

- Non-returnable Zip Disk or CD with all files included plus your name, business name, account number, and the university directory in which you are advertising.
- Hard copy of ad clearly indicating color placement. This is a critical reference tool should we encounter a problem with your file.
- Name of file to be output.
- Names of all linked files (must be provided in TIFF format).
- Names of all fonts (must be outlined).

Submitting Your Electronic Ad Online *** preferred method of ad submission ***

Please following the following steps to submit your ad online.

- Go to www.universitydirectories.com and click on the "Submit Artwork Here" button.
- Fill out all the required information. There is also a spot to include any special notes/instructions.
- Click "Choose File" to upload your ad.
- Click "Submit" to send your ad and contact information to the Production department.

Please Note

• If you are unable to meet the above requirements, provide a hard copy of your ideas and any relevant artwork and the UD Production Department will design your ad at no charge. • If your ad is submitted electronically and does not meet the above specs, we will consider your submissions a contribution to aid us with our in-house design. • The UD Production Department reserves the right to adjust your submissions at any time to meet production standards. • If the UD Production Department incurs excessive time and effort to adjust your electronic files you may incur an art charge.