



ADVERTISING SPECIFICATIONS

DEADLINE

November 2, 2020

FULL PAGE AD

The live area is: 6.65" x 8.75" *Note: Any text or artwork outside this area may not be visible due to binding shift.*

The trim size is: 7.15" x 9.25"

The bleed size is: 7.4" x 9.5"

HALF PAGE AD

The live area is: 6.65" x 4.125" *Note: Any text or artwork outside this area may not be visible due to binding shift.*

The trim size is: 7.15" x 4.625"

The bleed size is: 7.4" x 4.875"

QUARTER PAGE AD

The live area is: 3.0" x 4.125" *Note: Any text or artwork outside this area may not be visible due to binding shift.*

The trim size is: 3.575" x 4.625"

The bleed size is: 3.825" x 4.875"

FORMAT

All files MUST be 4 color process (CMYK) at 300 dpi and created with full bleeds.

Accepted file types: pdf, eps, tiff, psd, indd, ai

Preferred applications: Photoshop, Illustrator, InDesign

Please outline or include font files (ttf or postscript) and all links.

SUBMISSION

If the zipped folder is 30Mb or smaller, please email it to kkaiser@utcd Dayton.com

If your files are larger than 30Mb, please email kkaiser@utcd Dayton.com to request a link to upload your files.

QUESTIONS

Please call or email:

Kris Kaiser

UTC

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