

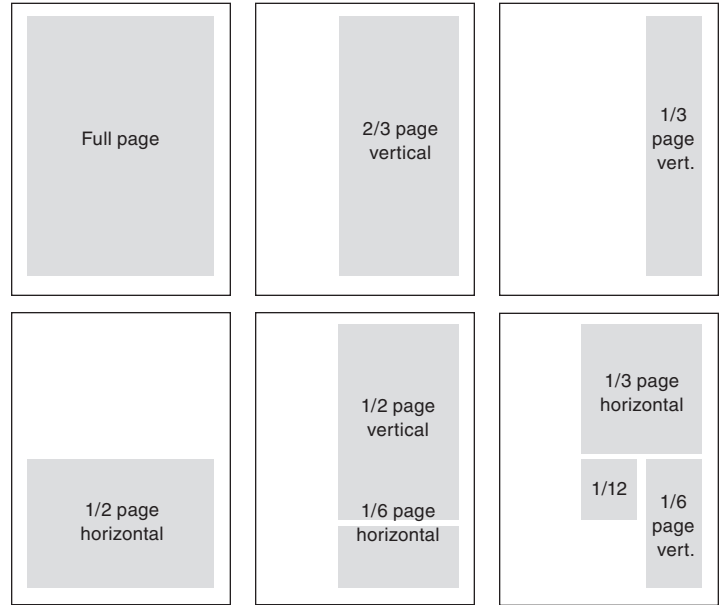
PRINCETON ALUMNI WEEKLY

Ad specifications

Non-bleed *(white border around ad)*

Non-bleed size is smaller than Trim Size. All NON-bleed ads should be created at these exact dimensions. These ads are then placed in the center of the page, with a white border all around.

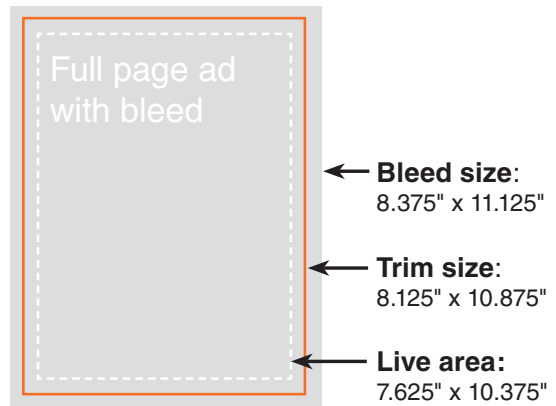
Ad Sizes	Width	Height
Full Page	6.875"	9.625"
2/3 Page Vertical	4.5"	9.625"
1/2 Page Vertical	4.5"	7.25"
Horizontal	6.875"	4.75"
1/3 Page Vertical	2.125"	9.625"
Horizontal	4.5"	4.75"
1/6 Page Vertical	2.125"	4.75"
Horizontal	4.5"	2.25"
1/12 Page	2.125"	2.25"



Bleed *(graphics/images extend to edge of page, trim)*

Ad Sizes	Width	Height
Full page		
Bleed - trim + additional for bleed	8.375"	11.125"
Trim - to edge of page	8.125"	10.875"
Live - safety* area	7.625"	10.375"
2/3 Page		
Vertical - trim + additional for bleed	5.25"	11.125"
Trim - to edge of page	5.125"	10.875"
Live - safety* area	4.875"	10.375"
1/3 Page		
Vertical - trim + additional for bleed	2.875"	11.125"
Trim - to edge of page	2.75"	10.875"
Live - safety* area	2.5"	10.375"
Two-page spread		
Bleed - trim + additional for bleed	16.5"	11.125"
Trim - to edge of page	16.25"	10.875"
Live - safety* area	15.75"	10.375"

***Live – Safety Area:** All live matter (important graphics and text) should be 1/4 in. (.25) from the trim size on all four sides. PAW cannot be responsible for any information or live matter placed outside the safety that is trimmed or cut off during the printing process.



Trim Size: The orange line indicates the Trim Size — the size of the finished publication after it has been printed and trimmed.

Bleed Size: Trim Size plus an additional 1/4 inch of artwork (the “bleed”) on all sides. This extra 1/4 inch is meant to be trimmed off after printing, which ensures that your ad will extend all the way to the edges of the finished page.

Note that the “Bleed Size” includes an extra 1/4 inch on all sides that will be trimmed off — Don’t create your ad at Bleed Size and then add more bleed to that.

Live – Safety: For Bleed Size ads you must also leave a margin inside the trim of the ad where no text or logos should be placed. (Background images and color can extend into this area, but not text or logos.) This will ensure that these elements will not get trimmed off in the automatic finishing process.

**Contact: Colleen Finnegan, Advertising Director,
Princeton Alumni Weekly, cfinnega@princeton.edu**

Digital advertising requirements

PRINT:

ACCEPTABLE FILE FORMATS:

- PDF files (PDF/x-1a preferred)
- Photoshop image-file formats including TIFF, EPS, and JPEG (high quality)
- Other formats may be acceptable but should be approved in advance by advertising director.

LINE SCREEN: 150 pi

FONTS:

- Fonts must be embedded in supplied PDF.
- Do not use menu-styled fonts — this is when a plain, or roman, font is made italic or bold by selecting the italic or bold font-styling in the palette or menu of the application.

IMAGES:

- Images must be linked and updated. Embed images for PDF and EPS documents.
- Do not scale images to more than 120% in layout application.
- Effective resolution of CMYK/grayscale/duotone images should be 300 dpi (plus or minus 20%).
- Effective resolution of line-art graphics should be between 600 and 1200 dpi, placed at 100% or smaller.

COLOR:

- Specify four-color process colors (CMYK). Convert RGB colors and spot colors to CMYK. If colors are left to be automatically converted to CMYK by the page-layout application or print house, they will be converted at advertiser's risk.
- Avoid very heavy black. Colors in the document palette (and in images) should not exceed 300 in total ink coverage (i.e., the sum total of C, M, Y, K values).

PRODUCTION NOTES:

- **BLEED:** Add a minimum of 1/4 in. (.25) bleed on all sides for content that extends to page-trim edge. If turning on crop marks during output to PDF, be sure to offset the crop marks from the page edge a minimum of 1/4".
- **SAFETY:** Allow 1/4 in. (.25) clearance on all sides from the page-trim size to all page elements inside the trim area.

PAPER: 40 lb. Influence matte; Cover: 100 lb. Influence matte

ONLINE:

ACCEPTABLE FILE FORMATS:

- Ad size is 300 x 250 pixels.
- All common formats are accepted including Flash/SWF, JPEG, GIF, PNG. We will consider all forms of Rich Media.
- File size limit is 1 MB.
- Destination URL must be included.

INSERTS:

Contact advertising director for production specifications.

PAYMENT INFORMATION:

- Payment is required in advance for the first insertion. Subsequent advertising is billed upon publication with credit approval.
- Net due within 30 days of invoice.
- An advertiser will be rebated if, within a 12-month period from the date of first insertion, he has used sufficient additional space to warrant a lower rate than that at which he has been billed. An advertiser who contracts for a specific number of insertions and who does not complete the committed schedule will be shortrated.
- One-year contracts are accepted at current rates. Orders beyond one year are accepted at rate prevailing at the time of insertion. Proper notification will be given of any rate change.

CANCELLATIONS OR CHANGES:

Cancellations or changes in orders will not be accepted after closing date. All covers and special positions are non-cancellable 30 days prior to the closing date. The publisher reserves the right to repeat a previous advertisement or, if none exists, to charge for the reserved space.

COPY AND CONTRACT REGULATIONS:

All advertisements are accepted and published by the publisher — *Princeton Alumni Weekly* — upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss for expense, including without limitation reasonable attorney's fees, arising out of publication of such advertisements, including without limitation those resulting from claims or suits for libel, violation of right of privacy, plagiarism, copyright and trademark infringement, and any other claims or suits based on subject matter.

The publisher reserves the right to reject or cancel any advertising which in her opinion does not conform to the standards of the publication, and to add the word "advertisement" at the top of any page which in her judgement too closely resembles the magazine's editorial copy.

The publisher is not responsible for errors in key numbers or other type set by the magazine.

All agreements are subject to labor disputes, accidents, fires, acts of God, or other contingencies beyond the publisher's control, which prevent the publisher from partially or completely reproducing, publishing, or distributing the magazine. Further, the publisher shall not be liable for damages if there is a failure to publish an advertisement for any reason.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with the provisions of this document will be binding on the publisher.

The publisher cannot be responsible for the quality of art reproduction if the specifications and closing dates are not met.

The publisher reserves the right to change the rates, conditions, and space units stipulated in this document.

No waiver or modification of any of the foregoing shall be binding on the publisher, unless it is in writing and signed by an officer of the publication.

PLEASE SEND ALL MATERIALS TO:

Colleen Finnegan, Advertising Director, *Princeton Alumni Weekly*
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609-258-4886 • cfinnega@princeton.edu