

Campus Recruit Magazine

www.campusrecruitmag.com

Ad Specifications

MAGAZINE SPECS:

TRIM SIZE: 8" x 10.5"

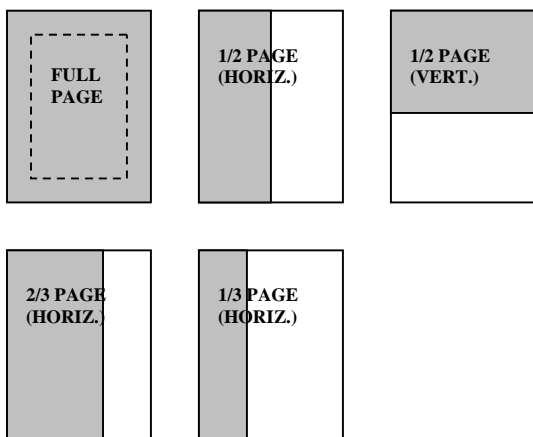
BINDING PROCESS: Perfect Bound

PRINTING PROCESS:

Web Offset • 133 line screen (150 line screen/cover ads)

4 Color • 2400dpi

AD LAYOUTS:



AD SIZE WIDTH HEIGHT

COVER	(SEE BELOW)	
FULL PAGE	(SEE BELOW)	
2/3 PAGE	4.625"	9.5"
1/2 PAGE (H)	7"	4.5"
1/2 PAGE (V)	4.625"	7"
1/3 PG (V)	2.25"	9.5"

FULL PAGE SIZES: NO BLEED: 7 X 9.5
WITH BLEED: 8.25 X 10.75 / **TRIM SIZE** 8 X 10.5
"LIVE" AREA 7.25 X 9.75

CONTACT INFORMATION

CAMPUS RECRUIT, LLC
 149 BOLIVAR ST, SUITE B2
 BOSTON, MA 02021
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www.campusrecruitmag.com

Visit our website for information on Premium Design Services!
 A copy of the media kit can also be downloaded from our website.

AD MATERIAL SPECIFICATIONS

You are responsible for providing files that meet the ad specifications. If you need assistance or have questions regarding this information, please call us today at 1-800-403-4236 between the hours of 9am -5pm Mon-Fri. If the ad specs are not met, we will contact you to obtain new files or fonts depending on deadline schedules. If you do not respond to our request for revised files, we cannot guarantee the final output quality of your ad.

IF SUPPLYING SEPARATE AD MATERIALS SUCH AS IMAGE AND COPY:

1. We offer advertisement design services free of charge (a \$150 value). Please provide photo(s) as specified below and text for your ad. You will be allowed up to 3 revisions of your advertisement (additional revisions cost \$50 per revision)
2. All images must be high resolution (300 dpi, CMYK format). We cannot accept web images. If low resolution artwork is supplied, Campus Recruit magazine will not be responsible for output quality of final advertisement. Photos from digital camera: please be sure the photo is as large as possible. We will not be able to use photos from digital cameras that are too small. If you are unsure about the size, please send file(s) to us and we will test your digital photos to see if they will work.
3. TIFF, JPEG, or EPS formats are acceptable file formats for images. Please email images separately or mail on disc to address below.
4. Please do not send your image inside a Microsoft Word document. Microsoft Word files will be accepted for use of text copy only. Please send images in high resolution format separately.

PDF FILES (HIGH RESOLUTION VIA DISC OR EMAIL) - MUST MEET THE FOLLOWING SPECIFICATIONS:

1. Images within pdf MUST be 300 dpi or higher. Please do not use web images.
2. Images must be CMYK (no RGB web images)
3. Please remove color profiles from all images.
4. Fonts must be embedded within the pdf
5. PDF files must be created and distilled at 2400 dpi
6. Please call our office if you do not understand these specs

PRESS-READY ADS SUPPLIED ON DISC (PHOTOSHOP):

1. Adobe photoshop Windows format, with all supporting images and fonts.
2. Supply a color proof with your ad.
3. All images supplied must be provided at high resolution (300 dpi minimum).
4. Images must be in CMYK format (please no Pantone spot colors or web images).
5. Please remove color profiles from all images.

• Ads requiring color matching must be supplied with a color proof meeting SWOP standards (digital or analog.) If color reproduction is not critical, we will accept proofs not meeting SWOP standards but will not be responsible for matching these proofs on press. They will be used for digital ad content only.
 • If supplying full page ad with bleed, please allow at least 1/4" (1/2" preferable) margin on outside of ad. Campus Recruit magazine will not be responsible for ads containing text within this area. Please refer to ad sizes chart.

ON SALE & CLOSING DATES

Ad Deadline 3/26/07	SPRING 2007	On Sale Month April 2007
Ad Deadline 6/15/07	SUMMER 2007	On Sale Month July 2007
Ad Deadline 8/15/07	FALL 2007	On Sale Month September 2007
Ad Deadline 12/15/07	WINTER 2007	On Sale Month January 2008