Requirements for Artwork

Artwork must be submitted by October 28, 2011

Ad Location/Size:	Trim Size	Live Text Area	Bleed Size
Outside Back Cover	8-1/2"W x 11"H	7-1/2"W x 10"H	8-3/4"W x 11-1/4"H
Interior Full Page	8-1/2"W x 11"H	7-1/2"W x 10"H	8-3/4"W x 11-1/4"H
Interior Half Page	8-1/2"W x 5-1/2"H	7-1/2"W x 4-1/2"H	8-3/4"W x 5-3/4"H
Interior Quarter Pg Banner	8-1/2"W x 3-1/4"H	7-1/2"W x 2-1/4"H	8-3/4"W x 3-1/2"H

All advertisements must be submitted as digital files created at 300 dpi or higher.

Acceptable formats:

- Adobe Acrobat - 300 dpi, CMYK, set as press-optimized files
- Adobe Photoshop - 300 dpi, CMYK, flattened tiff format
- Adobe Illustrator - CMYK, outlined fonts, 300 dpi links included
- Adobe Indesign - CMYK, outlined fonts, 300 dpi links included

Please create artwork at 300 dpi or higher. (72 dpi is low resolution and poor quality for printed material)

Submission Instructions

Please label materials with the following information:

- Ad size (full, half, quarter banner)
- Company name
- Contact name
- Contact telephone number

All materials must be received by advertising deadline.

Send artwork to:

Files under 30MB email to:

kkaiser@utcdayton.com

Files over 30MB must be supplied on a CD or DVD and mailed to:

Ms. Kris Kaiser
c/o Universal Technology Corporation
1270 North Fairfield Road
Dayton, Ohio 45432
937-426-2808

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