

Print Ad Specs



Ad Sizes

Full Page Ad Size

	Width	Height
Full page, full bleed	8.0"	10-3/4"
Trim size	7-3/4"	10-1/2"
Live area	6-3/4"	9-1/2"
Spread, full bleed	15-3/4"	10-3/4"

Partial Page Ad Size

2/3 Vertical	4-3/8"	9-1/4"
1/2 Island	4-3/8"	6-3/4"
1/2 Horizontal	6-3/4"	4-3/8"
1/3 Vertical	2-1/8"	9-1/4"
1/3 Square	4-3/8"	4-3/8"
1/8 Horizontal	1-3/8"	6-3/4"

- Include 1/8" beyond crop mark to ensure full page bleed and keep live copy 1/4" from trim.
- Images/scans should be CMYK, 4-color process printing only, 300 dpi.
- Do not add bleed to partial-page ads.
- All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

Production information

Ads requiring work to be done by the publisher will incur an additional charge. Media and advertising materials are kept by the publisher for one year and then destroyed.

For any questions relating to production specifications or materials, including requests for extensions, or how to use our FTP site, contact our Ad Traffic Coordinator as shown at right.

File Format

We support PDF files generated by Adobe Acrobat using the X-1A Job Option Settings for Distiller. In order for prepress to generate printable PDFs, it is important that the native file be prepared accordingly.

To prepare native files for printable PDFs:

- Use Postscript (Type 1) fonts only. No TrueType, Windows/PC or custom fonts accepted.
- All fonts need to be embedded in the PDF file.
- Do not nest EPS files in other EPS files.
- Four-color solids should not exceed SWOP density of 280%.
- No spot colors can be used in any portion of the file.

LRP Media Group will verify that materials are within our specifications. Advertising material must be delivered on time so quality control measures may be performed. Late material may miss these checking procedures which could result in errors. It is the responsibility of the sender to supply material to our specifications. *University Business* magazine reserves the right to refuse any material that does not meet the required specifications.

Send Materials to:

Lilly Holman, Ad Traffic Coordinator
adsCT@lrp.com
University Business
[include issue month]

Professional Media Group
35 Nutmeg Drive, Trumbull, CT 06611
203.663.0125, Fax: 203.663.0153

2/3 Vertical
(4-3/8" x 9-1/4")

1/2 Island
(4-3/8" x 6-3/4")

1/2 Horizontal
(6-3/4" x 4-3/8")

1/3 Vertical
(2-1/8" x 9-1/4")

1/3 Square
(4-3/8" x 4-3/8")

1/8 Horizontal
(1-3/8" x 6-3/4")

Advertising Policies

All advertisements in *University Business* magazine are accepted and published on the representation that both the advertiser and advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless LRP Media Group, its officers, owners, agents and employees, against all expenses (including legal fees) and losses resulting from the publication of contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement. All contents of advertisements are subject to publisher approval. Publisher reserves the right to reject, exclude or cancel any advertisement, insertion order, space reservation or position commitment at any time.

The publisher may insert the word "Advertisement" prominently into any advertisement which simulates editorial content.

Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the advertiser or its agency.

All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. The publisher assumes no liability if, for any reason, it becomes necessary to omit or cancel an advertisement.

The publisher's liability for any error will not exceed the charge for the advertisement in question. The publisher assumes no liability for errors in key numbers or type set by the publisher.

As used in this section, the term "publisher" shall refer to LRP Media Group. All orders are accepted in Trumbull, CT.