

ART AND ADVERTISING SUBMISSION SPECIFICATIONS

Please use the following guidelines for submitting logos/ads/artwork to be included in the Tribute Journal. All artwork must meet these guidelines to ensure inclusion in the Journal.

Important: We will need two versions of the ad. One version for left-hand placement with the right 1.5" kept clear of important copy for binding and another version for right-hand placement with the left 1.5" kept clear of important copy for binding.

FILE SUBMISSION:

LOGOS

All logos must be in black and white (no gray).

Logos should be no smaller than 2 x 2" or 700 x 700 pixels

Preferred formats:

- >> **pdf**—cmyk or black only. Press quality for high resolution printing
- >> **Ai or eps**—cmyk or black only. All fonts outlined
- >> **tif**—cmyk or black only. 350 dpi preferred (no less than 300 dpi @ 2 x 2" or 600 x 600 pixels).

Acceptable format:

- >> **jpeg**—black only, saved as best quality compression. 350 dpi preferred (no less than 300 dpi @ 2 x 2" or 600 x 600 pixels).

ADS/ARTWORK

Gold Full-Page (4.5 x 7 inch trim size)

Silver Half-Page (4.5 x 3.325 inch trim size)

Bronze Quarter-Page (2.125 x 3.325 inch trim size)

\$500 Friends Listing

Bleeds require artwork to extend 1/8" beyond trim size on all sides

Files should be supplied at 100%

All fonts should be outlined and/or attached

All Photoshop files should be supplied flattened in eps or tif format

Preferred format:

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- >> **tif**—cmyk or black only. 350 dpi preferred (no less than 300 dpi)

Acceptable format:

- >> **jpeg**—black only, saved as best quality compression. 350 dpi preferred (no less than 300 dpi @ 2 x 2" or 600 x 600 pixels).
- >> **Ai or eps**—cmyk or black only. All fonts outlined

PLEASE SEND MATERIALS TO

All materials (logos, ads, and artwork) may be emailed (Otis email can accept files up to 5MG. If your file is larger, you may send it via yousendit.com or sendspace.com) or mailed on a CD/DVD to:

Otis College of Art and Design

Heather Schraeder, Director of Special Events

Institutional Advancement

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Thank you for your support of Otis College of Art and Design!