

*Please take a moment to read our UPDATED ad preparation instructions.*

## DIGITAL FILES- INSTRUCTIONS/SPECIFICATIONS

### Acceptable submissions:

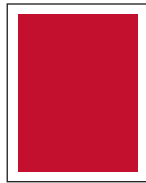
PDFs (**PREFERRED**), indd, tif, eps or psd files via CD or e-mail.  
(**WE NO LONGER ACCEPT QUARK XPRESS FILES**)

- Distinguish your file with the ADVERTISER'S NAME (e.g., avoid "Stanford ad")
- Supply all related fonts and linked files when sending InDesign documents.
- Photos and graphics MUST be 300 ppi, CMYK or grayscale.  
(**NO RGB IMAGES, NO PMS SPOT COLORS**)

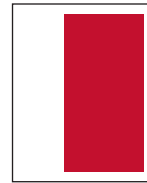
*Technical questions?*

*Call Amy Shroads at (650) 724-5262 or e-mail [ashroads@stanford.edu](mailto:ashroads@stanford.edu)*

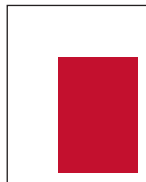
## AD DIMENSIONS



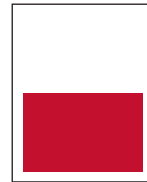
**Full Page  
Nonbleed:**  
image area: 6.8125" x 9.4375"  
**Fullbleed:**  
image area: 8.125" x 10.812"  
Plus 1 pica bleed



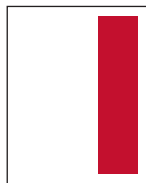
**Two-Thirds Page  
2 Column**  
4.5 x 9.417"  
w: 27p h: 56p6



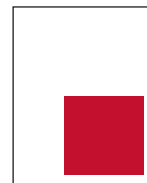
**Vertical Half Page  
2 Column**  
4.5" x 6.667"  
w: 27p h: 40p



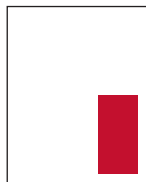
**Horizontal  
Half Page  
3 Column**  
6.833" x 4.597"  
w: 41p h: 27p7



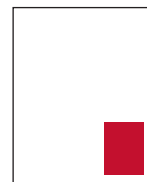
**Vertical One-Third Page  
1 Column**  
2.167" x 9.417"  
w: 13p h: 56p6



**Square One-Third Page  
2 Column**  
4.5 x 4.597"  
w: 27p h: 27p7



**One-Sixth Page**  
2.167" x 4.597"  
w: 13p h: 27p7



**One-Twelfth Page**  
2.167" x 2.264"  
w: 13p h: 13p7

### SEND MATERIALS TO:

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