

# SCHOLARSHIP TRIBUTE DINNER

WEDNESDAY, MAY 6, 2020

CIPRIANI 25 BROADWAY | NEW YORK, NEW YORK

## ADVERTISING SPECIFICATIONS FOR TRIBUTE DINNER JOURNAL

Deadline for ads: April 29, 2020. All ads are black and white and non-bleed.

### JOURNAL MEASUREMENTS

The College's Dinner Journal measures: 6.5" x 9.5"

### ADVERTISING FORMAT

- Full-page, no bleed: 5.5" x 8.5" (Vertical, B/W only)
- Half-page, no bleed: 5.5" x 4.125" (Horizontal, B/W only)

### REPRODUCTION REQUIREMENTS

#### OPTION #1:

You provide the ad. Digital files preferred in the following formats:

- Adobe Acrobat Press Resolution PDFs (embed all fonts)
  - InDesign (fonts & images must be included)
- Microsoft Word (Images must be attached separately)
  - Illustrator, EPS (Text must be converted to outlines)
- Photoshop, JPEG, TIFF (300 dpi, final ad sizes strongly recommended)

*Please note: Microsoft Powerpoint files will not be accepted. Include fonts embedded in graphic files. EPS or TIFF files only. Update all imported graphics within final document. Do not send postscript files. Convert all color EPS and TIFF files to black and white or grey scale before placing in final document.*

#### OPTION #2:

We create the ad. In order for us to create your ad, we need the following:

- Ad text (provided in Microsoft Word or as plain text file format)
- Hi-resolution digital logo (if applicable, .eps or .jpg format)

### SEND ALL AD MATERIALS TO

Institutional Advancement | College of Mount Saint Vincent  
institutionaladvancement@mountsaintvincent.edu | (718) 405-3237

*We cannot be responsible for quality of ad submissions that do not conform to specs above.*