

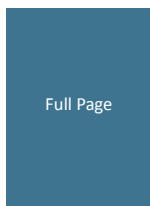
Digital Advertising Specifications

CAMPUS TECHNOLOGY (Digital Edition)



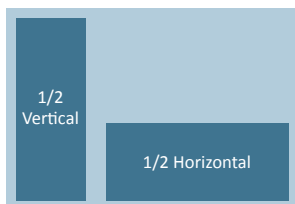
Landscape Spread

Spread: 16" x 10.75"
(1152 x 774 pixels)



Full Page

Full Page: 8" x 10.75"
(576 x 774 pixels)

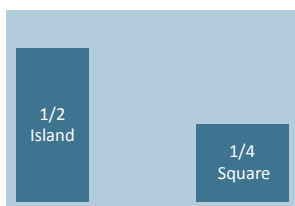


1/2 Vertical

1/2 Vertical: 4" x 9.5"
(288 x 684 pixels)

1/2 Horizontal

1/2 Horizontal: 9.5" x 4.75"
(684 x 342 pixels)



1/2 Island

1/2 Island: 4.167" x 8.333"
(300 x 600 pixels)

1/4 Square

1/4 Square:
4.167" x 3.472" (300 x 250 pixels) or
4.667" x 3.889" (336 x 280 pixels)

*** Please note that all submitted ads must include URL. Additional URLs must include Hyperlink placement instructions.**

Acceptable File Formats

PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

Preparing native files for printable PDFs:

- Multiple pages need to be submitted as single page files.
- Artwork must be CMYK, minimum 300 dpi.
- Files must be flattened (no layers or transparencies).
- Set bleeds 1/8" beyond trim.
- DO NOT use stylized fonts.
- Embed all fonts.
- Overall density of CMYK colors cannot exceed 300%.
- Set trim marks with a 12-point offset so the marks don't overlap the bleed.

Preparing native files for printable Illustrator EPS:

- Artwork must be CMYK, minimum 300 dpi.
- Files must be flattened (no layers).
- Set bleeds 1/8" beyond trim.
- Fonts must be embedded or converted to outlines.
- Overall density of CMYK colors cannot exceed 300%.
- Set trim marks so they don't overlap the bleed.

Submitting Digital Files

Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

Uploading to FTP

It's important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

Host: ftp://ads.1105media.com

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/[magazine title]

Tip: You'll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

FileZilla Instructions:

1. To install, go to <https://filezilla-project.org> and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

Additional Advertising Resources

<https://1105media.com/pages/ad-specs>