2018 NATIONAL MCNAIR SCHOLARS CONFERENCE AT UCLA

AD SUBMISSIONS

RATE SHEET

Print Ads	Fee
Full-Page	$100
Half-Page	$75
Quarter-Page	$50

USB Ads	Fee
Full-Page Only	$100

Grad School Fair Pages	Fee
Logo Only	$25

AD SIZES

Print Ads	Trim Size	Live Area	Bleed Size
Full-Page	8.5" W x 11" H	8" W x 10.5 " H	8.75" W x 11. 25"H
Half-Page Horizontal	7.5" W x 5" H	7.5" W x 4.875" H	-
Half-Page Vertical	3.75" W x 10" H	3.625" W x 10" H	-
Quarter-Page	3.75" W x 5" H	3.625" W x 4.875" H	-

DEADLINE: Wednesday, June 27, 2018
>   Print ad submission deadline
>   USB ad submission deadline
>   Grad School Fair Page logo

GENERAL AD SPECS
>   Ads submitted after the deadline are accepted at UCLA McNair's discretion and may incur late charges.

NON-COMPLIANCE

>   SIZE
>   If the ad is sized incorrectly, we reserve the right to resize and/or re-create it to fit accordingly.

>   FORMAT
>   We cannot use ads, images, and logos sent as Microsoft Word or Publisher files, web graphics, or low-res graphics (under 300dpi).

ELECTRONIC SUBMISSION FORMATS

>   PREFERRED FORMAT
>   PDF x1a or TIFF. QuarkXpress or InDesign files must be converted to PDFs ("press quality" CMYK/300dpi, maximum quality, fonts fully embedded – not subsets).

>   OTHER ACCEPTABLE FORMATS
>   Photoshop TIFF (CMYK/300dpi, flattened to single layer), or Adobe Illustrator EPS (CMYK, all fonts converted to outlines and rasterized graphics embedded). We cannot be held responsible for color accuracy.

>   FONTS
>   With Illustrator or Photoshop files, embed all fonts or convert to outlines or paths.
>   Type must not have styles (bold, italic, etc.) applied in layout program. The actual (bold or italic) font must be selected from the font family.

>   COLORS
>   No RGB or Pantone color spaces. Please check your color pallets in Quark, Illustrator, InDesign, etc. to make sure there are no spot colors: RGB or Pantone defined color spaces.
>   4-Color (Rich Black) Build as C=80%, M=70%, Y=50%, K=100%
>   Black text = Should be 100% black. (NO 4-Color black text).

IMAGES

>   PHOTOGRAPHIC
>   Should be saved in TIFF or JPG format, and must not contain extra channels.
>   The color space should be CMYK or Grayscale, not RGB. (CMYK/300dpi)
>   The maximum ink coverage (C+Y+M+K) should be no more than 300%.
>   The effective resolution of images should be between 300 and 400 dpi at full-size.

IMAGES/LOGOS

May be saved in TIFF, EPS or JPG format, and must not contain extra channels.

Resolution of images should be between 300 and 400 dpi at full-size. (Approx. Final Size 3" x 3")

Logos Should be 4-color, vector format or bitmap TIFF files at 1200 dpi.

LINEWORK

Should be saved as a bitmap TIFF.

Effective resolution of 1200-2400 dpi.