

CASFAA NEWS

California Association of Student Financial Aid Administrators

ADVERTISING GUIDELINE

visit CASFAA on the web at www.casfaa.org

ADVERTISEMENT SUBMISSION GUIDELINES

B/W AND COLOR AD DIGITAL SUBMISSION REQUIREMENTS

FULL COLOR ADS *may be submitted via e-mail or CD.*

All advertisements will be placed into the main InDesign document (Macintosh platform) so please follow the guidelines to ensure your ad prints correctly.

PDF

This is the preferred format. Please make sure you embed all fonts & graphics and distill the .pdf at a high resolution recommended for Press Output.

Adobe InDesign or QuarkXpress

Color all text and graphics using process CMYK and place all graphics at 100% or smaller. After placing each graphic in the document, please don't change the graphics name. Include all linked graphics and supporting files (fonts and/or eps files, logo files, etc). NOTE: Do not embed images into the document. Place them as links to avoid large file issues.

Adobe Photoshop

When scanning your photo, please scan using at least 300 DPI and the full finished size the image will be used at. Use CMYK not RGB. If your scanner only scans in RGB, you must convert the file to CMYK prior to saving. Save all scanned images as TIFF or EPS> DO NOT save as JPEG, GIF, BMP or PHOTOSHOP. All files using layers must be "flattened" before saving. Delete all alpha channels before saving.

Adobe Illustrator

Convert all text to outlines. If you're using an imported graphic in your document, please include the graphic file on your disk. Place the graphic at 100%. Color all text and graphics using process CMYK. All placed graphics must be CMYK. Group all items prior to saving the document.

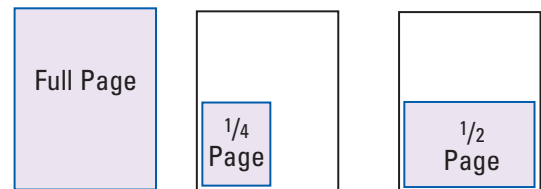
Macromedia Freehand

Please create only one item per document. Use the "Convert to Paths" on ALL text in your document. If you're using an imported graphic in your document, please include the graphic file on your disk. Place the graphics at 100%. Color all text and graphics using process CMYK. All placed graphics must be CMYK. Group all items prior to saving the document.

All jobs sent in on disk must include a hard copy printout of the job. A hardcopy proof is the only way we can ensure that the files included on the disk will print correctly.

Following formats not accepted: Corel Word Perfect, Microsoft Word, Excel, or Publisher, MS Works, Filemaker, Microsoft Powerpoint, Corel Print.

SIZE REQUIREMENTS



SIZE

Full Page

1/2 Page

1/4 Page

WIDTH X DEPTH

7" x 10"

7½" x 4½"

3½" x 4½"

HARDCOPY SUBMISSION REQUIREMENTS FOR B&W ADS ONLY

Hardcopy:

A stat, lino or laserprint for line work only. No greyscale images may be included in ad.

CHARGES

PRODUCTION CHARGES

Any production work necessary to complete an ad will be subject to a minimum charge of \$50.

AD MATERIALS RETURN OR FORWARDING

CASFAA NEWS will return all artwork/disks upon request at the advertiser's expense.

Note: All advertising copy and materials may be disposed of at the end of a year after last advertising insertion date, unless instructions are received in writing detailing the disposition of material(s).