



Program Advertisement

Advertisements are subject to approval by INS and must be received no later than December 15, 2011. Ads must be emailed to the INS office at ins@osu.edu. Cover ads are sold on a first-paid, first-reserved basis. Please contact the INS office to check on availability of cover ads.

Advertisement Requirements:

1) For inside page ads

Ads should be submitted in high resolution PDF file format. (We may be able to accept the "Native File" Adobe InDesign or Quark Xpress in either MAC or Windows platform, as long as you supply all supporting fonts and graphics but this is not preferred). The size of these body ads should not exceed 7.5" w x 10" h for full page ad or 7.5" w x 4.875" h for half page. If a full page advertisement bleeds off the page, add 1/8" image past the final trim size of 8 3/8" x 10 3/4". No File Security is to be set on any files. All fonts must be embedded into the PDF file as an "Embedded Subset" and "No Compression".

2) For cover ads

Submit ads in the "Native File" Adobe InDesign, Quark Xpress, Adobe Illustrator with all supporting fonts and graphics. The size of these ads should not exceed 7 inches wide by 9.75 inches tall (live area). If the advertisement bleeds off the cover, add 1/8" past the final trim size of 8 3/8" x 10 3/4". (Caution for the inside front and back covers so as not to lose any sensitive logos or copy in the bind edge: if a cover ad bleeds, the art should extend .125 inches past the trim size of the project on each side that will bleed.)

3) Fonts & Graphics

In addition to sending your art file, you must also include all fonts and graphics used in your artwork. It is helpful to organize all the fonts and graphics inside the same directory as your artwork.

4) Colors

The colors should be set as 4 colors (CYMK). Do not submit color graphics in RGB mode

5) Graphic Resolution

Use eps, .tif or .jpg high resolution graphics. Color & Greyscale scans should be at least 300 dots per inch (pixels per inch). B/W Line Art scans should have a minimum of 600 ppi

Please contact Ave Sofranko or Sue O'Brien in the INS office for any questions

Email ins@osu.edu Phone: 614-263-4200

