

UU WORLD

THE MAGAZINE OF THE UNITARIAN UNIVERSALIST ASSOCIATION OF CONGREGATIONS

Display Advertisement Specifications

Ad Sizes

Full page	7 1/8" w x 9 1/2" h	1/2 page (horizontal)	7 1/8" w x 4 5/8" h
Full page bleed	Trim size: 8 1/8" x 10 1/2" Bleeds: 3/16", margins: 5/16"	1/3 page (square)	4 5/8" w x 4 5/8" h
2/3 page (vertical)	4 5/8" w x 9 1/2" h	1/3 page (vertical)	2 3/16" w x 9 1/2" h
1/2 page (tall)*	3 3/8" w x 9 1/2" h	1/6 page (horizontal)	4 5/8" w x 2 3/16" h
1/2 page (vertical)	4 5/8" w x 7 1/16" h	1/6 page (vertical)	2 3/16" w x 4 5/8" h
		1/12 page (square)	2 3/16" w x 2 3/16" h

Deadlines

Issue	Reservation & materials deadline	Approximate mail date
Spring	December 15	February 15
Summer	March 15	May 15
Fall	June 15	August 15
Winter	August 30	November 1

Note: When the above deadlines fall on a weekend, the deadline will change to the **previous Friday**

Submissions

Digital platform supported:	Macintosh
Software supported:	Quark XPress (v. 4, 5, or 6), EPS, or print-ready PDF. (IllustratorCS: downsave to Illustrator 10 before final output.)
Media types supported:	Zip 100 or 250 MB; Jaz 1 or 2 GB; CD-ROM/RW; DVD-RAM; 3.5 inch, 1.4 MB floppy disk; e-mail. Be sure to mail or fax a hard copy proof.

- For all non-cover pages, expect dot gain of roughly 30%. Please adjust curves accordingly.
- A hard copy PROOF must accompany all digital ads as well as a printout of the contents of the disk. When submitting your ad by email, the proof must be sent by fax to 617-742-7025 or US Mail.
- Quark files must be accompanied by all fonts and graphics used in the file. (Although Quark embeds previews of images, it will not embed the support materials in their entirety.)
- PDF files must be at the correct resolution and size, be properly linked to graphics, and be B&W or CMYK before conversion to PDF format. Use Adobe Acrobat Distiller, and embed all fonts.
- All ads must be created at the sizes listed above.
- Use Postscript Type 1 fonts only.
- Photos must have a resolution of 300 dpi, and must be saved as TIFF files.
- Line art must have a final effective resolution of 1200 dpi, and be saved as TIFF files.
- Color ads (and all component images) must be CMYK, not RGB or "spot color." B&W ads must be B&W, not CMYK or RGB files containing black images.
- E-mail submissions may be compressed using StuffIt.sea (self-extracting archive). Please change the .sit extension to .st before emailing, because our firewall will reject .sit files.
- We recommend avoiding pseudo-type commands. (For instance, use the bold version of a font, rather than using software's "bold" command on a Roman font.)

Design Services

- Contact us if you need referrals to advertising designers familiar with our technical specifications.
- For supplied ads, additional charges may apply for corrections or design work.

UU World Advertising:

Scott Ullrich, Business Manager -- Laura Randall, Advertising Assistant

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