

Advertising Specifications & Electronic Submission Guidelines

Student Life provides basic advertising design services at no additional charge. However, some of our customers choose to submit their ads to us already completed. Sending your files to us electronically allows us to bypass the need for scanning artwork, an ad slick or a laser printout of your ad – and this ensures that the final printed version is of the highest possible quality.

File Formats, Software & PDF Files

PDF files are preferred, since the PDF format embeds all graphics and fonts into a single, complete file.

We can also accept files from the following software products, including files converted to TIFF and EPS:

Adobe InDesign CS2 • Adobe Photoshop CS2 • Adobe Illustrator CS2

- Ads should be sized to the exact column widths shown below.
- If using Illustrator or InDesign, please convert all text to outlines to minimize any errors.
- Photoshop files should be flattened and submitted at a **minimum** resolution of 300 dpi.

We do NOT accept files in Microsoft Word, Powerpoint or Publisher nor do we accept web file formats (GIF, JPEG) or faxed artwork. These types will generally not reproduce well in print and should not be submitted.

Transferring Your Ad

You may send us your ad on CD-ROM or via email (preferred). If you are sending us your ad on CD, please send a hard copy along with the disc.

To send us your ad via email, compose a text message explaining who you are - business name, address & phone number - what you're submitting, the ad size and dates you would like the ad to run. Make your ad an attachment to your message and send to:

advertising@studlife.com

Column Width Measurements

(Please Note: Sizes shown already account for a 1/8" gutter between each column)

One Column	Two Columns	Three Columns	Four Columns	Five Columns	Six Columns
1.833"	3.792"	5.75"	7.708"	9.667"	11.625"
11p	22p9	34p6	46p3	58p	69p9

STUDENT LIFE