

THE NEW ENGLAND JOURNAL OF HIGHER EDUCATION

NEBHE'S CONNECTION

ADVERTISING PRE-PRESS REQUIREMENTS

SIZE SPECIFICATIONS

Full Page	7" x 10" 8.125" x 10.875" trim size Bleed Ads: Live material must be contained within the 7" x 10" page size. Material that bleeds off the page must be pulled at least 1/8" beyond trim size
1/2 Page	7" x 4.875"
1/3 Page	Square: 4.5" x 4.875" Vertical: 2.25" x 10"
Two-Page Spread	14" x 10" 16.25" x 10.875" trim size

DIGITAL SPECIFICATIONS

Advertisements should be created in Quark Express, Adobe InDesign or Adobe Illustrator for the Mac OS.

Please supply a high resolution PDF. If you cannot make a high resolution PDF, please supply the application document as well as all graphics and type fonts. Postscript fonts are preferred.

All color graphics should be CMYK and saved as TIFF or single file EPS files. When submitting Quark or InDesign files, graphics should be placed at 100% within the file and any rotating should be handled in image manipulation software prior to importing the image. Image files should not be embedded in the page files.

A final proof must accompany the digital material. Color proofs at 100% should be supplied for color advertisements.

Files can be supplied on CDs or emailed to cstratton@nebhe.org. Please include contact name and telephone information in case of questions.

Bleeds should be set at 1/8" when appropriate.