



# [art specifications]

## JOHN CABOT UNIVERSITY NEW YORK GALA - PROGRAM JOURNAL

### WE ARE... Mac Platform

**PDF files are preferred and must be print optimized with all fonts embedded, printer's marks and a resolution of 300 dpi or greater. A hard copy must accompany PDF either by fax or mail.**

SOFTWARE... Illustrator CS3; Photoshop CS5; Quark 9.5; Acrobat Professional 8.0; Microsoft Office 2011.  
Any files created in a program above our current versions must be backsaved to our version.

All Illustrator docs, PC or MAC, must be converted to outlines or converted into a PDF file.

**Please do not** have any ads sent in Microsoft Word, Excel, Word Perfect, etc. unless otherwise agreeded up. Simple conversion to our specifications is impossible. A fee will be applied to digital files requiring conversion.

### ADS ARE BLACK & WHITE OR PMS 7532C OR BOTH.

BLEEDS: **The trim size of the publication is 8.25" x 6"**. For bleed ads, allow an additional .25 inch on each side for trim purposes. Also include printer marks. See ad sizes below.

Ads containing PC fonts will be replaced by the Art department with the closest possible match if necessary. Please feel free to call us at anytime to discuss specifications, trouble shooting or general questions not answered here. 914-966-3180, x113 or g@cinn.com

### TO SEND FILE(S)...

VIA THIRD PARTY PORTAL (wetranser.com, www.hightail.com, dropbox.com)

Collect the file completely, if ad is other than a PDF file - zip or compress it. Files can be stuffed with almost any compression program and opened by our software. Make sure to include a contact name and number for reference. Send link to g@cinn.com

FILES BEING SENT ON A ZIP/CD...

Collect the file completely to a Zip or CD including all fonts, front & back end, images and a hard copy of the ad and send it to the street address below by the due date above.

CREATIVE SERVICES...

Creative services are available for your advertising needs at an affordable price. All charges will be quoted to the advertiser upon receipt of concepts and copy, before work is produced. Designs produced by our art department must be approved and a contract signed three weeks prior to publication date. Minimum design charge is \$175.00 per hour with an hour minimum.

Any files that do not meet our specifications will be sent back to the client at the clients expense. We will not be held responsible for lateness or missed deadlines due to incompatible or incorrect files.

Send ad materials to:



Gina Marie Balog  
CINN Group, Inc.  
131 Alta Avenue  
Yonkers, NY 10705  
(914) 966-3180, x113  
Fax (914) 966-3264  
g@cinn.com

**Full Page  
(with bleed)  
8.5" x 6.25"  
(trim size is 8.25x6)**

**Full Page  
(no bleed)  
7.75" x 5.5"**

**1/2 Page  
3.75" x  
5.5"**

**1/4 page  
3.75" x 3"**