

# STANFORD Magazine — AD SPECIFICATIONS

## Please submit a PDF and review the following requirements:

- Distinguish your file with the **ADVERTISER'S NAME** (e.g., avoid “Stanford ad”)
- Photos and graphics **MUST** be at least **300 ppi**, **CMYK** or **grayscale**.
- **NO** RGB IMAGES
- **FLATTEN** TRANSPARENCIES
- **NO** PMS SPOT COLORS

## TECHNICAL QUESTIONS?

Call Pam Gorelow at  
(650) 725-0672 or email  
pgorelow@stanford.edu

## AD DIMENSIONS:



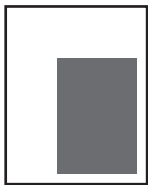
### FULL PAGE

trim size: 8.125" x 10.8125"  
bleed size: 8.4584" x 11.1459"  
(1 pica for bleed = 0.1667")  
live area: 7.625" x 10.3125"  
Please allow at least 1/2" of space from trim for ad content.



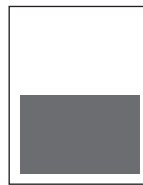
### TWO-THIRDS PAGE

2 Column  
4.5 x 9.417"  
w: 27p h: 56p6



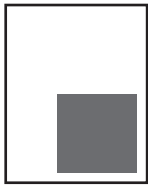
### VERTICAL HALF PAGE

2 Column  
4.5" x 6.667"  
w: 27p h: 40p



### HORIZONTAL HALF PAGE

3 Column  
6.833" x 4.597"  
w: 41p h: 27p7



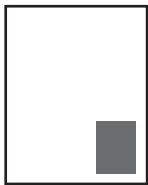
### SQUARE ONE-THIRD PAGE

2 Column  
4.5 x 4.597"  
w: 27p h: 27p7



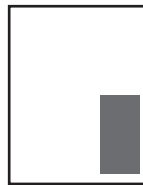
### VERTICAL ONE-THIRD PAGE

1 Column  
2.167" x 9.417"  
w: 13p h: 56p6



### ONE-TWELFTH PAGE

2.167" x 2.264"  
w: 13p h: 13p7



### ONE-SIXTH PAGE

2.167" x 4.597"  
w: 13p h: 27p7

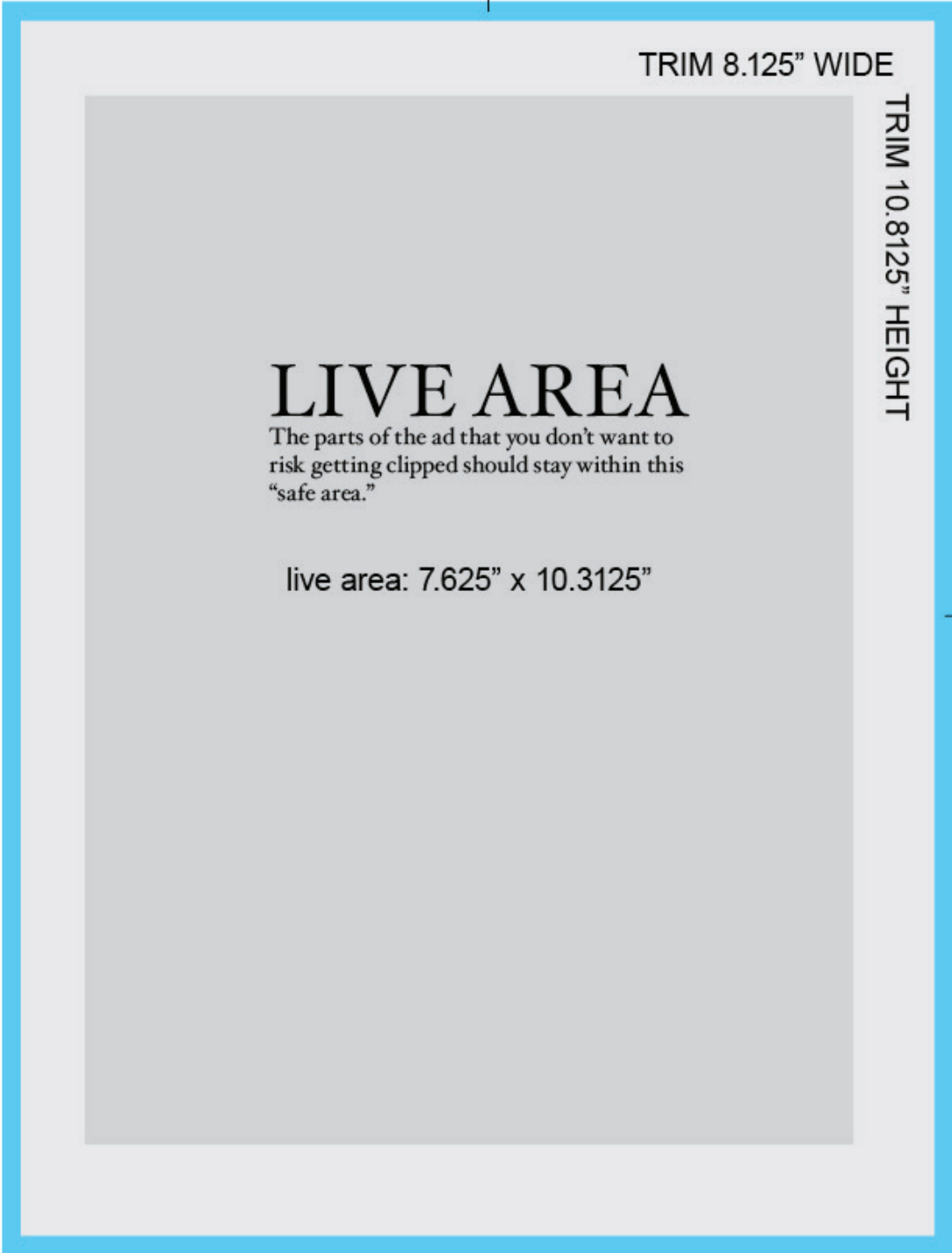
## SEND MATERIALS TO:

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Frances C. Arrillaga Alumni Center  
326 Galvez St. Stanford, CA 94305-6105  
Phone: (650) 725-0672 Fax: (650) 725-8676  
or email zipped files to: pgorelow@stanford.edu

**STANFORD**  
A Publication of the Stanford Alumni Association

ADVERTISING CONTACT: **Phil Johnson, Manager, Advertising** • (650) 723-0460 • philjohn@stanford.edu

Bleed size: 8.4584" w x 11.1459" h



TRIM 8.125" WIDE

TRIM 10.8125" HEIGHT

# LIVE AREA

The parts of the ad that you don't want to risk getting clipped should stay within this "safe area."

live area: 7.625" x 10.3125"

Bleed size: 8.4584" w x 11.1459" h

Please use the settings below when exporting your PDF. Using these settings will keep your crop marks from coming too far into the bleed. If your crop marks come too far into the bleed, they are in danger of printing should there be any shift on press.

Thank you!

