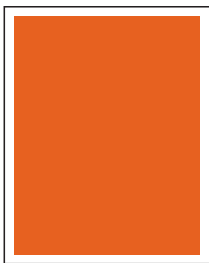




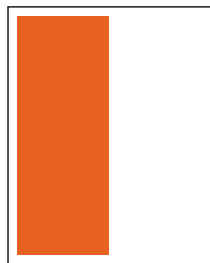
FULL COLOR CATALOG ADVERTISEMENTS



FULL PAGE

Full Page

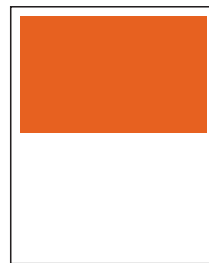
Dimensions
W 6.83" x H 9.33"
W 41p0 x H 56p0



HALF PAGE VERTICAL

Half-page Vertical

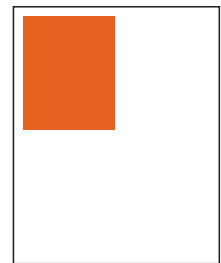
Dimensions
W 3.25" x H 9.33"
W 19p6 x H 56p0



HALF PAGE HORIZONTAL

Half-page Horizontal

Dimensions
W 6.83" x H 4.5"
W 41p0 x H 27p0



QUARTER PAGE

Quarter Page

Dimensions
W 3.25" x H 4.50"
W 19p6 x H 27p0

MATERIALS DUE: SEPTEMBER 15, 2017

Digital Artwork Specifications

FILE FORMATS: You may submit ads in these file formats: TIF, TIFF, JPG, EPS, PNG, AI, PSD, PDF or InDesign.

InDesign files must include all images and all fonts must be outlined.

No word processing files accepted.

COLOR MODE: All artwork and images must be provided in CMYK color mode.

DIMENSIONS: Dimensions above are in inches and in picas and points.

RESOLUTION: All file formats must have a minimum resolution of 300 dpi.

Web downloads are not acceptable. Images designed for the web have a low screen resolution of 72 dpi. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality. Alliance Health Project staff cannot fix poor quality images.

Images: must be in TIF or JPEG format; minimum resolution, **300 dpi (dots per inch).**

E-mail ad to:

lisa.roth@ucsf.edu

UCSF's e-mail system **will not** accept files larger than 10MB. If your ad is larger than 10MB, please send it via **www.hightail.com**, a free online service for sending large files.

Questions: please contact
Lisa Roth, 415-476-6445
E-mail: lisa.roth@ucsf.edu