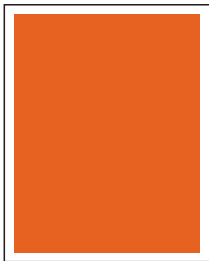




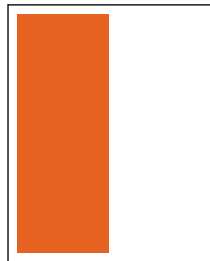
## FULL COLOR CATALOG ADVERTISEMENTS



### **FULL PAGE**

#### Full Page

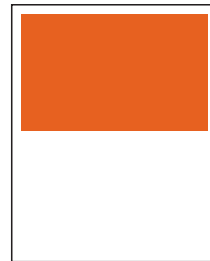
Dimensions  
W 6.83" x H 9.33"  
W 41p0 x H 56p0



### **HALF PAGE VERTICAL**

#### Half-page Vertical

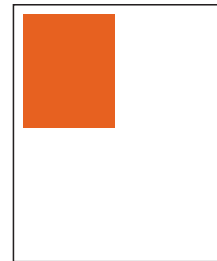
Dimensions  
W 3.25" x H 9.33"  
W 19p6 x H 56p0



### **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 8, 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](mailto: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](http://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](mailto:lisa.roth@ucsf.edu)**