



Academy of International Business

Advertisement Specifications

Ad Sizes

Display ads are billed based on size. Prices are indicated on the Promotional Services Order Form. Only one-color ads will be accepted. Ads should be designed to fit the sizes below:

full-page ad	7.5 in(w) x 10 in(h) (19 cm x 25.5 cm)
half-page ad	7.5 in(w) x 4.875 in(h) (19 cm x 12.25 cm)
quarter-page ad	3.75 in(w) x 4.875 in(h) (9.5 cm x 12.5 cm)

Formats Accepted

Electronic submission of ads is preferred. Portable Document Format (PDF) files are preferred using "Press" settings. Contact AIB with any questions regarding proper settings. Adobe InDesign and Quark Xpress (4.0) files also may be sent with the necessary links and fonts to ensure compatibility. TIFF and EPS files also may be sent with fonts set to outlines or with fonts included. If sending native files, please compress the package using a common compression software.

Camera-ready art is accepted for one-color, black and white ads. Screens should be avoided. If screens are part of the logo or art, rescreening may be necessary and may cause "fuzzy" results.

Composition

If you desire AIB to set your text file into a simple layout, send your text file and any logo via email to AIB indicating headlines and body text. Use the following guide to estimate the size of the ad space required.

full-page ad	500 words
half-page ad	250 words
quarter-page ad	150 words

Accepted file formats for logo images are TIFF, EPS or JPG. File resolution should be 300 dpi. JPGs from web pages usually do not have the proper resolution for print uses. Faxed logos cannot be used for reproduction.

AIB reserves the right to refuse ads based on content or incompatibilities with file formats or sizes. Late submissions cannot be guaranteed placement.

Electronic submission

Files may be sent via email to aib@aib.msu.edu. Files larger than 5MB should be sent on CD to: Academy of International Business, 7 Eppley Center, Michigan State University, East Lansing, MI 48824-1121 USA.