



Academy of International Business

Advertisement Specifications (U.S. Letter size)

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 with bleeds	8.625 in(w) x 11.25 in(h) (21.9 cm x 28.6 cm) {live area .25 in. (6mm) from edge (20.64cm x 27cm)}
full-page ad (no bleeds)	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.

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 via ftp using online file sharing or other cloud-based services. Send email messages to aib@aib.msu.edu to notify AIB of impending file transfers to avoid missed files and deadlines.