Technical Specifications

Collegian publications are printed offset on newsprint from page negatives. The negatives are generated digitally and transferred by File Transfer Protocol to our contracted printer.

Collegian publications can accept prepared advertisements made with a halftone screen from 85 lines to 100 lines.

Black-and-white photographs and other artwork can be submitted for the preparation of advertising.

Double trucks: Gutter between pages is 4½ picas for The Daily Collegian, The Weekly Collegian and Collegian Magazine. There is no charge for the gutter. (A double truck is any two facing pages of advertising.)

If the advertiser chooses to prepare ads for publication, Collegian requests that all advertisements for Collegian publications be submitted in the following formats.

1. *Negatives*. Emulsion-side down, reverse format. Due to the vulnerability of negatives to scratches and other damage, Collegian reserves the right to request separate negatives for each insertion date.

2. *Digital formats*. Encapsulated PostScript (EPS) or Portable Document Format (PDF).

Sending Digital Files To Collegian

Digital files may be transmitted to Collegian by FTP, 3.5-inch diskette, Iomega Zip 100, CD-R (please do not leave the volume open). Files may be compressed before transmittal using WinZip, Stuff-It, or any standard compression algorithm. For additional information, please contact your Collegian account executive.

Submitting Ads In Digital Formats

Fonts

Fonts are specific to individual computers. Fonts that appear on your machine will not necessarily appear on Collegian computers.

Most graphics programs can convert fonts to *curves*. Converting to curves saves your text as a graphic, preserving the visual integrity of your ad. Please convert your *text objects* to *curves* before sending the file to Collegian.

If your text is not stored as curves and Collegian does not have a matching font, we will substitute a font to match your intended font to the best of our ability. Please submit a paper copy of your ad along with the digital file so that we may refer to your intended fonts.

Formats

Please limit resolution to 175 dots per inch for grayscale and color images and to 600 dots per inch for line art for all graphic images (bmp, tiff, jpeg, jpg, etc.).

Collegian accepts these Windows-based file formats:

CDR, CMX	Corel Draw – up to Version 10. Please note that Corel "embedded" files are not included with your Corel document. Please send embedded files as well.
DOC	Microsoft Word 97

Collegian accepts these cross-platform file formats:

TXT, RTF ASCII	(American Standard Code for Information Interchange) and Rich Text Files
EPS	(Encapsulated PostScript) Do not include halftone functions, transfer functions or Postscript color management. Do include a TIFF preview. Please save as Postscript level 1. Files saved as Postscript level 2 or 3 may not be edited at the Collegian and are considered print-ready. If you have any changes to these ads, you must submit the corrected advertisement.
TIFF	(Tagged Information File Format)
GIF	(Graphic Interchange Format)
AI	(Adobe Illustrator) up to version 8
PSD	Adobe (PhotoShop Document) up to version 6.0
QXD	(QuarkXpress Document) up to version 4.1, single or multiple language. *Note:* Special effect eXtensions used in the creation of the document must be submitted with the ad. Those eXtensions from an Apple platform cannot be used on a Windows platform on Collegian computers. Images linked (placed) into your advertisement must also be submitted.
PDF	Adobe (Portable Document Format) All fonts must be embedded. Do not sub-set font sets. Please use the Adobe generic printer driver. Images must be consistent with color space.

Technical Specifications

Minimum Sizes

The Daily Collegian and The Weekly Collegian
Minimum ad depth: 2 inches.
Minimum depth increment: one-half inch.
Minimum width increment: one column.

Display Advertising

The Daily Collegian and The Weekly Collegian
Full-size broadsheet format.

Full-column depth: 21 inches. Display Advertising that is more than 18 inches in depth is billed for full column depth.

Six columns per page — each column 1.833 inches, one-eighth inch between columns.

A full page contains 126 display column inches (6 x 21).

Columns Wide	Inches Wide	Picas/Points Wide
One	1.833	11p
Two	3.792	22p9
Three	5.750	34p6
Four	7.708	46p3
Five	9.667	58p
Six	11.625	69p9

Display Classified (DC) Advertising

Full-column depth: 20 inches. Display Classified Advertising that is more than 18 inches in depth is billed for full-column depth.

A full page contains 120 DC column inches (6 x 20). Six columns per page — each column 1.833 inches, one-eighth inch between columns.

Columns Wide	Inches Wide	Picas/Points Wide
One	1.833	11p
Two	3.792	22p9
Three	5.750	34p6
Four	7.708	46p3
Five	9.667	58p
Six	11.625	69p9

Magazine Advertising

Tabloid format.

Full column depth: 11.5 inches.

Five columns per page.

A full page contains 57.5 column inches (5 x 11.5).

Guaranteed premium positions are all full-page size except Table of Contents and Page 5 which are a 3 x 11.5 each.

Modular Display (columns wide x inches deep)	Inches Wide	Picas Wide
Full Page (5 x 11.5)	9.667	58p
Half Page-horizontal (5 x 5.5)	9.667	58p
3 col. Vertical (3 x 11.5)	5.75	34p6
2 col. Vertical (2 x 11.5)	3.792	22p9
3 col. Block (3 x 5.5)	5.75	34p6
2 col. Block (2 x 5.5)	3.792	22p9

Column widths in modular sizes for Collegian Magazine are the same as column widths used for Display advertising.

2-col Block (2 x 5.5) is the minimum ad size for Collegian Magazine. All magazine ads must use the listed modular sizes.