

MACAULAY HONORS COLLEGE

GALA

GALA JOURNAL – ADVERTISEMENT SPECS

DEADLINE

All ads should be delivered no later than **March 17, 2024**

PRICING

- Back Cover (\$5000)
- Inside Back Cover (\$3,000)
- Inside Front Cover (\$3,000)
- Double Page Center Spread (\$2,500)
- Full Page (\$1,500)
- Half Page (\$750)
- Quarter Page (\$500)

DELIVERY

Files up to 10MB may be submitted here:
macaulay.cuny.edu/journalads

Please use the following naming convention:
mhc_gala_ad_2023_your_company_name.pdf

ARTWORK REQUIREMENTS

- The preferred file type is print resolution PDF.
- Full color ads: must be 4-color CMYK process and NOT RGB.
- No Spot color ads: must be built as a 4-color process.
- If you produce a black & white ad, please use grayscale images.
- When Using Adobe Illustrator please be sure to **outline all fonts**.
- When Using Adobe Photoshop please send **flattened artwork**.
- *If necessary, ads can also be submitted as .TIF, .EPS, or .JPG at 300dpi.*

Please **DO NOT** create ads in Microsoft Word, Publisher, WordPerfect, or any other word processing program

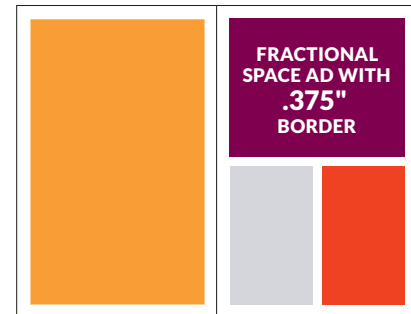
CONTACT:

Please email Julie Verone with questions:
Julie.Verone@mhc.cuny.edu

AD SIZES



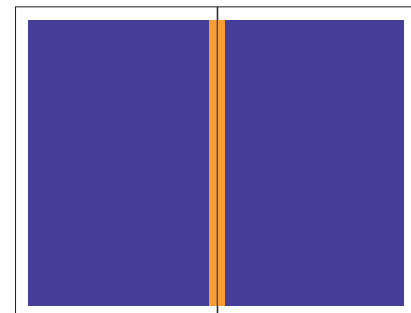
INSIDE FRONT AND BACK COVER
5.75" x 8.75"



FULL PAGE AD
4.75" x 7.75"

HALF PAGE AD
4.75" x 3.75"

QUARTER PAGE AD
2.25" x 3.75"



DOUBLE PAGE CENTER SPREAD
10.25" x 7.75"

(Do not place any text or important information in the center gutter, shown here in orange)