

UNC Black Alumni Reunion Souvenir Journal Ad Form



Deadline: Tuesday, Oct. 1, 2019

Contact Information *(one ad per form)*

Select One: GAA Member Standard Rate Student Organization

Contact Name _____ UNC Class Year *(if applicable)* _____

Department/Organization/Company Name _____

Address: _____

City, State, Zip _____

Email _____

Preferred Number: _____

| Ad Size | GAA Member Rate | Standard Rate | Student Organizations |
|---------------------------------|-----------------|---------------|-----------------------|
| Full Page (black & white) | \$200 | \$230 | \$75 |
| Full Page (color) | \$320 | \$350 | \$150 |
| Inside Front Cover (color only) | \$1,000 | \$1,000 | |
| Inside Back Cover (color only) | \$1,000 | \$1,000 | |
| Outside Back Cover (color only) | \$1,200 | \$1,200 | |

Ad Type (select one)

- Black & White
- Color

Cover Options (email for availability)

- Inside Front
- Inside Back
- Outside Back

How to Submit Your Ad

- Visit bit.ly/bar19ads to upload your ad

Payment Options

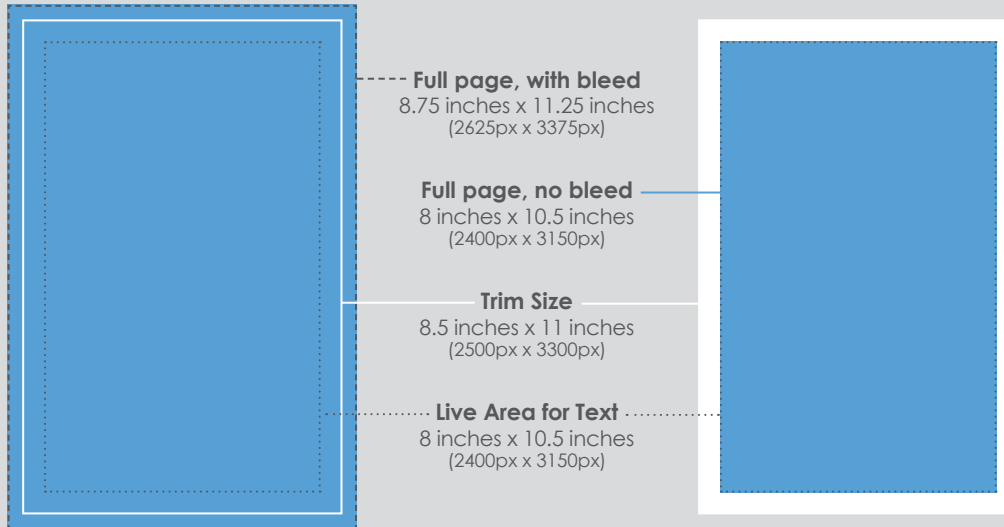
- Online: uncgaa.unc.edu/barsponsor and email this form to bar@unc.edu - OR -
- Mail: Check payable to GAA/BAR, send to Tanea Pettis, UNC GAA, PO Box 660, Chapel Hill, NC 27514 and include this form with your payment
- Invoice: **Campus departments only**, email this form to bar@unc.edu to request an invoice

Questions? Email bar@unc.edu or call (919) 843-9694.

UNC Black Alumni Reunion Souvenir Journal Ad Specifications Sheet



Ad Dimensions



Full-bleed ads: Ensure that registration/crop marks are outside the 8.75" x 11.25" bleed area (.25" offset).

Double-check ad sizes before preparing files.

Specifications for Ad Submission

- Ads must be submitted electronically and ready to print without the need for additional edits.
- For full bleed, please crop/registration marks and color bars must be outside the bleed area (offset by .25").

Color and ink

- Convert all colors to 4-color process (CMYK) — all photos, logos, graphics and type
- PMS/spot and RGB colors are not accepted. Convert all color elements to CMYK.

Accepted formats

Portable Document Format (PDF)

- PDF images with 300 DPI resolution
- All fonts embedded

Joint Photographic Experts Group (JPG or JPEG)

- JPG with 300 DPI resolution
- CMYK color mode

Encapsulated Postscript Vector (EPS)

- EPS with 300 DPI resolution
- All fonts converted to outlines
- CMYK color mode

Microsoft Publisher (PUB, PUBX), Microsoft Word (DOC, DOCX) and Microsoft PowerPoint (PPT, PPTX) files **will not be accepted**. Save/export PUB, DOC and PPT files as PDF for submission.

Questions? Email bar@unc.edu