

# Ad Submission Specifications

## PRINT SUBMISSIONS

Camera-ready ads are any ads designed and created by the advertiser and sent to our creative services department, finished and ready to be placed in the paper. A finished ad is a PDF in the correct size, resolution (300 dpi), and color (CMYK), with any supporting documents included, fonts embedded, and images in high resolution. TIFF or EPS files may also be submitted, but are not as effective as PDF files. Files from Microsoft Publisher, PowerPoint or Word cannot be accepted. Ads submitted electronically and not built to the correct size will be re-sized to look as close to the original as possible.

## MATERIAL REPRODUCTION

Color and grayscale images should be saved at a minimum of 200 d.p.i. Line art images should be saved at a minimum of 300 d.p.i.

## ELECTRONIC MEDIA

Electronic files in PDF format are preferred. The Crimson White accepts files from Adobe InDesign, Illustrator, Photoshop, and Acrobat. For best compatibility, Mac files are preferred.

Electronic files may be sent as an email attachment to [creativeservices@cw.ua.edu](mailto:creativeservices@cw.ua.edu). The Crimson White also accepts electronic files on CD or thumb drives. Include all support files such as artwork, fonts, photos, logos or other images. Questions concerning electronic delivery and compatibility issues can be directed to (205) 348-2456.

## PDFS

PDFs should be produced using Acrobat Distiller. Preferred Acrobat Distiller settings are available upon request. All colors must be converted to CMYK or to grayscale (for b/w ads) before PDFs are created. All fonts must be embedded. Digital files created with PDF Writer or other short-cut applications are not acceptable.

## FONTS

The Crimson White uses strictly Adobe PostScript and OpenType fonts. Other types of fonts, including TrueType, Correct output of outline or third party cannot be guaranteed. All fonts must be embedded when sending electronic files in PDF or their native format. If there is a concern about a font, submit the font with the ad. All fonts must be Mac format. Questions concerning compatibility issues can be directed to (205) 348-2456.

## COLOR

All ads using color must be in CMYK format. All photos and graphics must be converted from RGB to CMYK. It is best that all type not in color be designed in black only and not CMYK.

## IN-HOUSE DESIGN SPECIFICATIONS

To ensure your ultimate satisfaction with ads built by The Crimson White creative staff, please include any high-resolution logos at 300 dpi or as .eps files. Please make sure that all picture or graphic files are in CMYK format and are submitted at least as large as the image to be reproduced in your ad.

If you have any questions on how to make your document camera-ready, please feel free to contact our creative services department by email or phone to [creativemanager@cw.ua.edu](mailto:creativemanager@cw.ua.edu) or 205-348-7257.

## DIGITAL SUBMISSIONS

Digital ads should be submitted as PNG files saved as the exact size and at 72 d.p.i. If the ad is to be linked, provide an exact URL of the page to which it is to be linked. Ads not built to the correct size will be re-sized to look as close to the original as possible. All files should be saved in RGB format.

## AUDIO SUBMISSIONS

The preferred audio file format for grant announcements is WAV (44100 Sample Rate, Stereo, 32 bits). WVUA-FM also accepts FLAC (44100 Sample Rate, Stereo, 32 bits) or ALAC (Apple Lossless). These raw or lossless compressed files must not have been converted from MP3, AAC, OGG, WMA or any other lossy compressed audio file formats.

## PLACEMENT & DELIVERY

Ads submitted electronically are preferred. Ads may be emailed or supplied on USB Flash drive or CD. When submitting files by email, it is advisable to compress all files into a single ZIP file. An ad can also be downloaded from an FTP site or from a Dropbox or Box folder.

To submit an ad by email, send it to [creativeservices@cw.ua.edu](mailto:creativeservices@cw.ua.edu). Make sure the email includes your name and phone number, a description of what you are submitting and the size/type of the ad submitted. Send the ad as an attachment. If the file is too large to send via email, call 205 348-2456 for alternate delivery instructions.

To submit an ad by mail, send it to:

The Crimson White  
Box 870170  
Tuscaloosa, AL 35487

To submit an ad in person, come to The Crimson White office at 414 Campus Drive East. To get driving directions, call 205 348-7257.

To ask a question about placing an ad, call 205 348-7257.

To fax us an insertion order or rough layout (no finished ads), send it to 205 348-8036.