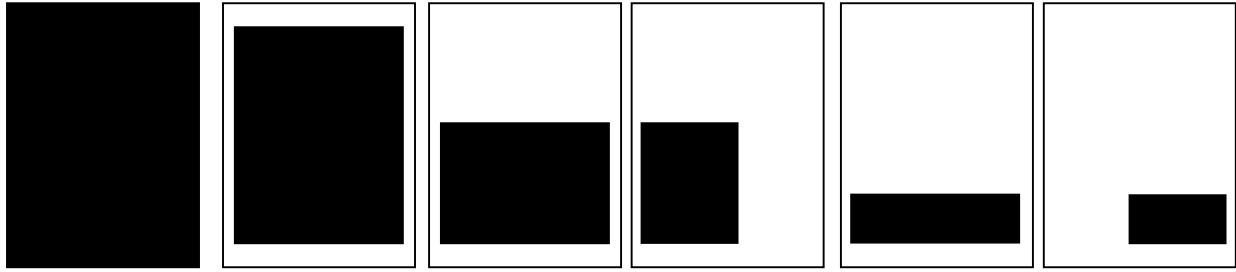


Program and Ticket Advertisement Specifications

Program Ad Layout Options – **BACK PAGE SOLD FOR 2024-25 SEASON**



Full Page
Back Page Bleed
5.5" x 8.5"

Full Page
Interior
5.0" x 8.0"

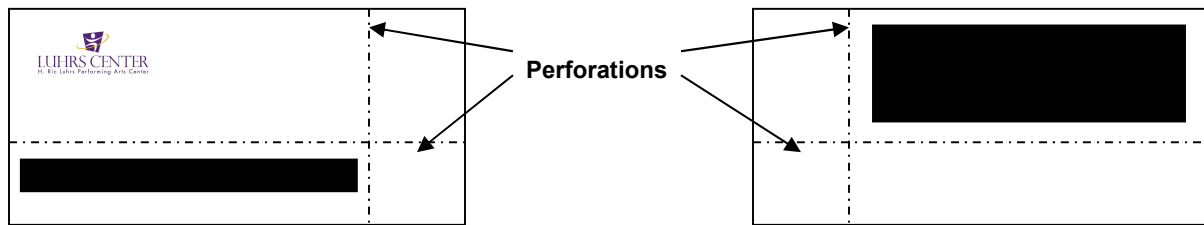
Half Page
Horizontal
5.0" x 4.0"

Quarter Page
Vertical
2.5" x 4.0"

Quarter Page
Horizontal
5.0" x 2.0"

Eighth Page
Horizontal Only
2.5" x 2.0"

Ticket Back Advertising Options – **SOLD FOR 2024-25 SEASON**



Front (purple only) – every 6th ticket – 4.0" x 0.75"

Back (black plus one color) – 4.0" x 1.625"

GENERAL INFORMATION

All ads should be as close to exact size as possible. If not, ad will be resized as appropriate to fit the space.

Black and White Ads - The rates quoted are for 1-color black (grayscale) print only.

Color Ads – color ads are 4-color process and should be CMYK. Creative assistance and/or layout design is available upon request for an additional charge. Please speak with your ad sales representative for more information.

If you are supplying a finished ad: ARTWORK/GRAPHIC SPECIFICATIONS

- Preferred file type is a high-resolution PDF file. Other acceptable file types are high resolution (300dpi) TIF or JPG.
- All spot colors and RGB images must be converted to CMYK
- Files should be created in the appropriate size as indicated above. Fees will be incurred for files that we have to modify or recreate.
- Acceptable layout documents are Adobe InDesign for Windows or Mac and MS Publisher for Windows. Please include all artwork and fonts when collecting the files. Include both screen AND printer fonts or TrueType. If ad is in a different layout program, then the ad will need to be output by a service bureau at an additional charge (approx. \$75).

Need us to design the ad for you?

If you need your ad designed, we can design it for you for an additional charge. Please call for a quote by calling Katie Perkowski at 717-477-1123, ext#3564 or kmperkowski@ship.edu

If we're creating your ad, please provide the following:

Your logo: Preferred file type is an EPS file created in Adobe Illustrator with fonts converted to outlines. Other acceptable file types are high-resolution (300dpi) PDF, TIF or JPG. (500kb or larger) * All colors must be converted to CMYK (no spot colors please).

Photos or other images you wish to include in your ad: High-resolution (300dpi) PDF, TIF or JPG.

Content: Ad copy, special offer, call-to-action, contact info: address, phone, web, social media

ARTWORK SUBMISSION

Email: High resolution Adobe Acrobat PDF format or zipped files may be emailed if under 5 MB to kmperkowski@ship.edu. Using Google Drive or Dropbox is also acceptable.

For any graphic questions not addressed above, please speak directly with your ad sales representative.

All artwork for the program must be received by June 30, 2024.