LOYOLA UNIVERSITY MARYLAND
2014 BUSINESS LEADER OF THE YEAR AWARD DINNER

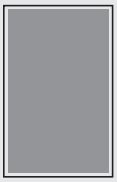
Event Program Advertising Specifications:

The following specifications are for the purpose of controlling the print quality of our event program. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results. **All artwork is due by 5 p.m., October 10, 2014.**

PREMIER SPONSOR LEVEL ($10,000)

FULL-PAGE AD

Size: 5.25” x 8.5” no bleed
Color: Four-color process



LEADERSHIP SPONSOR LEVEL ($5,000)

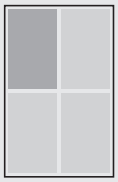
HALF-PAGE AD

Size: 5.25” x 4.125” no bleed
Color: Black and white

TABLE SPONSOR LEVEL ($3,000)

QUARTER-PAGE AD

Size: 2.5 x 4.125” no bleed
Color: Black and white



File Format

We support files generated by Adobe Acrobat using the “Press Quality” Job Option Settings for Adobe Distiller, with specifications as listed below. In order to generate printable PDFs, it is important that the native file (QuarkXPress, Adobe InDesign) is prepared accordingly.

Preparing native files for printable PDFs:

- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be 0.25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program as much as possible
- Do not nest EPS files in other EPS files
- Four-color solids and images should not exceed SWOP density of 280%

Preparing a PDF file (Preferred format):

- Provide a 1 inch margin on all sides of the artwork and include crop marks
- Set crop marks with a 12 point offset

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Submission

E-MAIL

Send all artwork in a .ZIP, .SIT, or SITX compressed file under 10 MB to:
advevents@loyola.edu

MEDIA SHIPPING

Digital files should be provided on Macintosh formatted DVD or CDROM. Please label media with the advertiser name. Send ad materials to:

Loyola University Maryland, Attn: Allison Rubin, 4501 North Charles Street, Baltimore, MD 21210