

Exclusive Sponsorship for the *Naviance State Handbook*

To assist you in creating your materials, we've put together this checklist. Please ensure that your materials meet the following criteria. Submit your materials via e-mail, CD, DVD, or FTP site.

[Click here to download FTP instructions.](#)

Your Exclusive Sponsorship includes:

Display ad for Outside Back Cover, Inside Front Cover, and Inside Back Cover
School logo placed in "Brought to you by" section in Table Of Contents
7 Editorial Placements

[Click here to download a sample sponsorship.](#)

❑ Display Ads for Outside Back Cover, Inside Front Cover, and Inside Back Cover

Document and trim size

- Full-page ad: 5.75 inches (width) x 8.75 inches (height) due to inclusion of bleed [final trim size is 5.5 inches (width) x 8.5 inches (height)]
- [Click here for more information about bleeds and trim size.](#)

Bleed area

- 0.25 inches on all sides

Images

- All picture images must be supplied or embedded into files
- All picture images must be CMYK and 300 dpi (dots per inch)
- All picture images must be TIFF, JPEG, or EPS format

Fonts

All fonts must be supplied or embedded into files if submitting an IND, AI, EPS, or QXD file

Ad format

One of the following:

- PDF (high resolution)
- InDesign (IND)
- PhotoShop (PSD)
- Adobe Illustrator (AI)
- QuarkXpress (QXD)

PDF export settings

If supplying a PDF for your display ad, please download and follow the appropriate export settings for the page layout programs listed below:

- [InDesign CS2 PDF Settings](#)
- [Quark 6 PDF Settings](#)
- [Quark 7 PDF Settings](#)

PLEASE NOTE: We will only make grammatical corrections if needed. Please review the information prior to sending it to Hobsons. You will receive a completed page proof for your approval.

❑ School logo

- Minimum size: either the height or width must be a minimum of 600 pixels* (unless file is an EPS)
- File format: vector art in EPS preferred; TIFF and JPEG also accepted
- Color format: PMS colors with CMYK equivalents

❑ Editorial Placements

- File format: Microsoft Word
- Campus photo and caption included in *Key Milestones*; 30 words
- Profile of a typical student or student body, e.g. average test scores, admission requirements, or brief explanation of admissions process, included in *Staying Organized through the Admissions Process*; 30 words
Sample: California State College is California's most culturally diverse community college with more than 150 nations represented in the diverse student body. Student credit enrollment for spring 2009 semester reached 23,144.
- Top majors/programs or brief summary of academic offerings available included in *Finding the Right Fit*; 30 words
Sample: California University offers more than 50 majors—some traditional, some unique—in engineering, the humanities, the natural and social sciences, business, and teacher education.
- Brief summary of student support service offerings, e.g. mentoring, tutoring, career development, included in *Taking the Fear out of Entrance Exams*; 30 words
Sample: At California University, students receive subject tutoring, unlimited use of math, writing, and language labs, and comprehensive academic and career counseling.
- Two campus photos and captions on setting, residential living, campus, or student life included in *Getting the Most from Your Campus Visit*; 30 words
- Financial aid opportunities or list of scholarships available with financial aid contact information included in *Financial Aid*; 30 words
Sample: California University provides a financial aid program that is supported by federal funds, gifts from friends, and the college's own resources. Students may be eligible for Pell grants, FSEOG, student loans, work-study jobs, scholarships, and institutional awards.

❑ Photos

- Quantity: three
 - Minimum size: 1200 x 1200 pixels*
 - File format: TIFF or JPEG
 - Color format: CMYK
 - Subjects for photos could include: students, activities, athletics, dorm rooms, computer labs, or other unique campus features
- * *These measurements apply no matter what the dpi/resolution of the photo/logo may be. Do not crop or resize photos or logos.*