

Tier 2 Sponsorship, IBC 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 Tier 2 Sponsorship includes:

- Inside Back Cover
- "Brought to you by" logo in TOC
- 2 editorial placements

Display Ad for 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
- Financial aid opportunities or list of scholarships available with financial aid and 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.

- Campus photo and caption on setting, residential living, campus, or student life included in *Getting the Most from Your Campus Visit*; 30 words

Photos

- Quantity: one
- 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.*

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