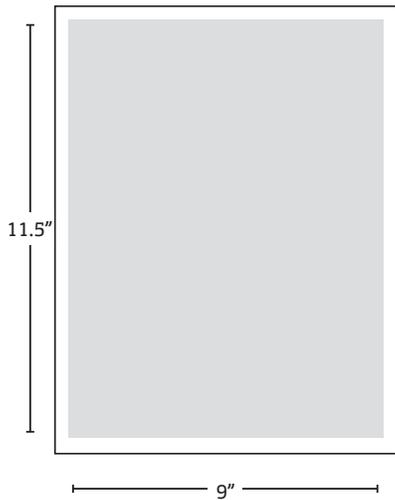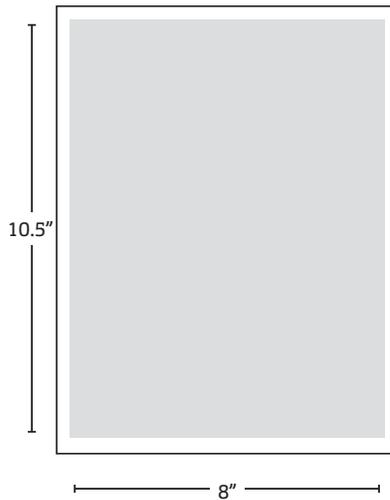## AD SPECIFICATIONS:

SUBMITTING FILES – All completed art files must be submitted as a high-res PDF with all fonts and images embedded.
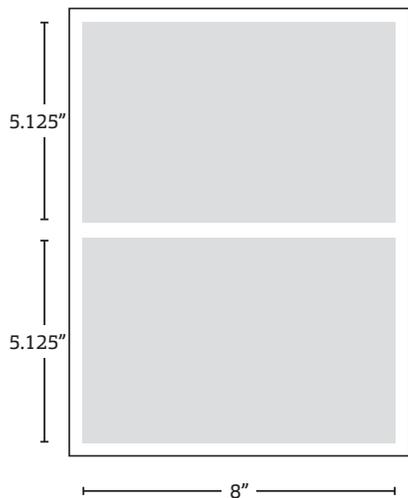
All files must be CMYK. Missouri S&T is not responsible for color on files submitted in RGB, Pantone, or other formats or electronic files.
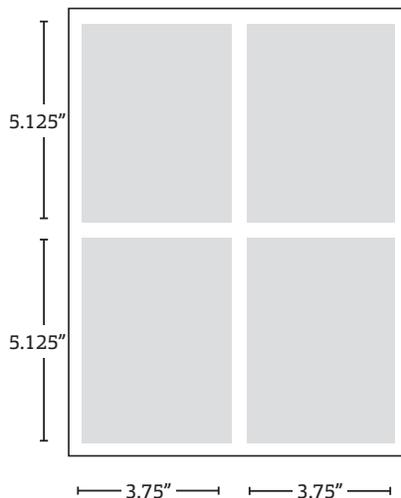
11.5"

9"

Full Page Ad – Full Bleed
9" W X 11.5" H (printed size 8.5" X 11")

10.5"

8"

Full Page Ad – No Bleed
9" W X 10.5" H (printed size 8.5" X 11")

5.125"

5.125"

8"

1/2 Page Ad – No Bleed
8" W X 5.125" H

5.125"

5.125"

3.75"   3.75"

1/4 Page Ad – No Bleed
3.75" W X 5.125" H

COMPANY LOGOS:

1. File Format

- **VECTOR PREFERRED:** Vector eps file (such as an Adobe Illustrator eps) with all fonts converted to outlines. This file format is preferred because vector-based art can be resized without degrading shape or color.

- **Raster** image file (such as an Adobe Photoshop file). The logo must be a minimum of 3" wide or 3" high (whichever is the larger proportion) at 300 dpi. The image file may be delivered in any of the following formats: psd, tiff, png, gif, or jpeg. (Raster image files cannot be accepted for large-scale items such as posters, signs, banners, etc.)

2. Color and Black and White
Ideally, two separate files should be submitted:

- 4-color (CMYK) logo. (Please note, colors may not reproduce accurately in print if logos are RGB.)

- One-color (black & white) logo with no tints or screens (i.e., 100% black, no gray)

3. Logo Usage/Branding Guidelines

- Please submit any logo usage guidelines along with your logos. Care will be taken, whenever possible, to follow applicable guidelines, including colors, clear space, use of taglines, etc.

4. Logos for Web

- For online usage, you may also wish to submit a variation of your logo without a tagline or other small type that may become illegible at screen resolution.

Global Learning
Professional and
Continuing Education

216 Centennial Hall
300 West 12th Street
Rolla, MO 65401-1560

T: 573-341-6222
F: 573-341-4992
E: pce@mst.edu

PCE.MST.EDU