



**U-Guide Fall 2008**  
**Advertising Specs**

**FINAL** Materials Deadline: July 1, 2008

**Ad sizes** are as follows: (width x height)

Quarter	3.5" x 4.5"
Half	7.375" x 4.5"
Full	7.375" x 9.375"
Cover (Inside Front, Inside/Outside Back)	8.5" x 11" – with 1/8" bleed
Premium Cardstock	8.5" x 11" – with 1/8" bleed
Coupon	3.4375" x 1.625"

**Your ad must be submitted as:**

- CMYK
- 300 dpi (at least)
- PDF
- If the image is not flat it must contain all the fonts and images linked to the document.

**How to submit your ad:**

- Email [sales@uguideonline.com](mailto:sales@uguideonline.com) with your file

**How to submit LARGE files:**

- Visit [www.sendspace.com](http://www.sendspace.com)
  - o Upload your file directly on the Home Page (do not create an account)
  - o Include brief description of file
  - o Recipient email: [sales@uguideonline.com](mailto:sales@uguideonline.com)
  - o Enter your email
  - o Check "agree" to Terms of Service
  - o Upload file
  - o Your information will not be stored anywhere