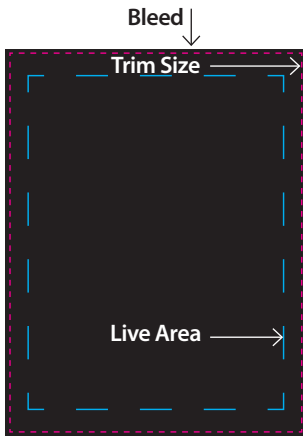


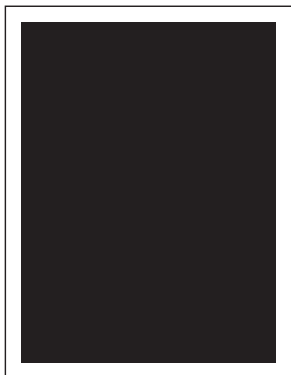
# CONTINUUM

THE MAGAZINE OF THE UNIVERSITY OF UTAH

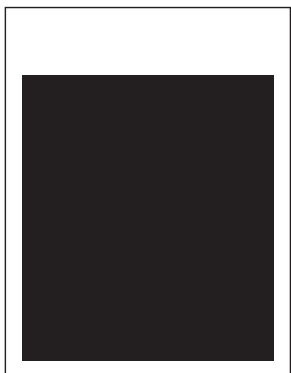
## Advertising Artwork Guidelines



**Full Page (bleed)**  
**Inside Front Cover**  
**Inside Back Cover**



**Full Page (no bleed)**



**Outside Back Cover**

### ADVERTISING SPECS

**Full Page (bleed)**  
**Inside Front Cover (bleed)**  
**Inside Back Cover (bleed)**  
Trim Size: 8.375" x 10.875"  
Bleed Size: 8.625" x 11.125"  
Live Area: 7.375" x 9.625"

**Full Page (no bleed)**  
7.375" x 9.625"

**Outside Back Cover**  
7.375" x 8.375"

### SUBMISSION REQUIREMENTS

All ads should be submitted electronically via email. Any spot ink colors or color images should be converted to process CMYK color. Total ink coverage should not exceed 300%. Any placed graphics should be at least 300 ppi resolution.

The preferred file format for ads is a PDF document. Compression settings of grayscale and color images in the PDF should be set at 300 ppi down sampling, with the image quality set to maximum. Preferred Color Destination setting is U.S. Web Coated (SWOP) v2.

Other accepted ad file formats are JPG (set compression to highest quality), TIFF, or EPS (convert all text to outlines).

#### For reservations and billing, contact:

David Viveiros, advertising manager  
[david.viveiros@alumni.utah.edu](mailto:david.viveiros@alumni.utah.edu)  
(801) 581-3718

#### Invoices by mail:

*Continuum* magazine  
Attn: David Viveiros  
Alumni House  
155 S. Central Campus Drive  
Salt Lake City, UT 84112

#### Submit completed ads to:

Melody Murdock, editor  
[melody.murdock@alumni.utah.edu](mailto:melody.murdock@alumni.utah.edu)  
(801) 587-7837