

Technical Specifications for Advertisements

(Measurements in inches, width x height)

Full-page ads:

4 $\frac{3}{4}$ x 7 $\frac{7}{8}$

Half-page ads:

Horizontal - 4 $\frac{3}{4}$ x 3 $\frac{13}{16}$

Vertical - 2 $\frac{5}{16}$ x 7 $\frac{7}{8}$

Quarter-page ads:

Horizontal - 4 $\frac{3}{4}$ x 1 $\frac{3}{4}$

Vertical - 2 $\frac{1}{4}$ x 3 $\frac{3}{4}$

Eighth-page ads:

2 $\frac{1}{4}$ x 1 $\frac{3}{4}$

(Horizontal only)

Camera ready, paper positive, no bleeds, 85-100 line screen.

AD COPY IS DUE AUGUST 1, 2008

Please email ads to schmidtj@sou.edu, or mail to Chamber Music Concerts, 1250 Siskiyou Blvd, Ashland, OR 97520-5080. Copy submitted on disc must also include hard copy. No Xerox copies or faxes of material will be accepted. Please proof your ad carefully—all ads are printed as received. CMC will not edit or redesign your ad copy. If you wish to change your ad copy during the year, CMC must receive your camera-ready copy no later than 6 weeks prior to each concert.

ACCEPTABLE DIGITAL FORMATS:

PDF is recommended.

TIFF and JPEG are acceptable - please save JPEGs as high-quality/low compression. Files should be 300 dpi. Use grayscale for black-and-white ads and CMYK for color ads.

Please call 541-552-6154 or email schmidtj@sou.edu if you have questions.

THANK YOU FOR ADVERTISING WITH CMC!

Your advertisement may be a tax deductible expense; please consult your tax advisor for details.

CMC is an affiliate of the Southern Oregon University Foundation,
a 501(c)(3) non-profit organization.