

# PRINTING SPECS

1. Magazine trim size is 8-3/8" x 10-7/8".
2. Preferred material: same-size negatives, right-reading, emulsion-side-down on .003 thin-base material. Other materials are acceptable, but may incur additional charges.
3. Maximum line screen accepted is 133 lines-per-inch.
4. Bleed: type matter should be kept a minimum of 1/4" from bleed edges on display advertising to allow for trim. Allow 1/4" on postcards for trim.

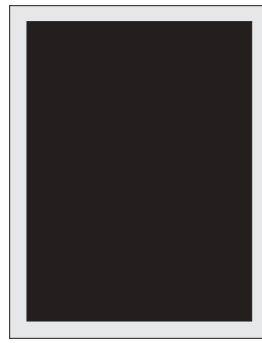
# POSTCARD SPECS

1. There are two postcard dimensions available. Left measurement is width, right is height.
2. There are four postcards to a page. The cards are designed to be read vertically, while the mailing/address information on the reverse side is designed to be read horizontally.
3. Card Front:  
Interior and Exterior sizes identical  
Actual size: 24 picas wide X 33 picas high (or 4" X 5-1/2")  
"Live" image area: 3-1/2" X 5"
4. Card Back:  
Interior card —  
Actual size: 24 picas wide X 33 picas high (or 4" X 5-1/2")  
"Live" image area: 3-1/2" X 5"  
Exterior card —  
Actual size: 27 picas wide X 33 picas high (or 4-1/2" X 5-1/2")  
"Live" image area: 4" X 5"

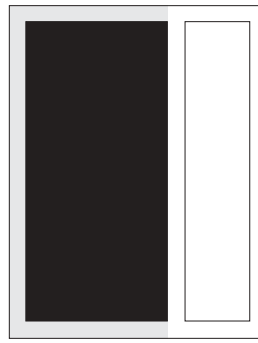
# INSERT SPECS

1. Magazine trim size is 8-3/8" x 10-7/8".
2. High-folio lip.
3. Jog to the head.
4. 3/16" head trim on lip.
5. **Ship inserts to:**  
Gannett Offset Pensacola  
ATTN: Carol Corbin  
Customer Service Coordinator  
3380 Bill Metzger Lane  
Pensacola, FL 32514-7069  
(850) 479-4800, ext 206  
ccorbin@pensacolaoffset.com

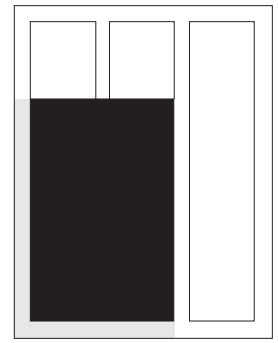
# Ad Sizes Available



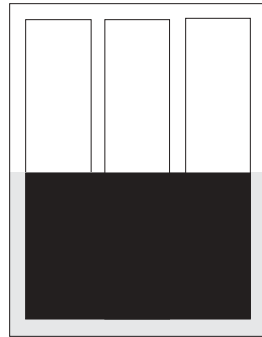
**FULL PAGE AD**  
7-1/2" X 10"  
(45 picas X 60 picas)  
Bleed: 8-5/8" X 11-1/4"



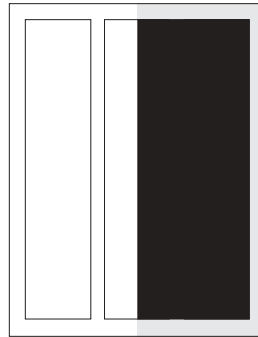
**2/3 PAGE AD**  
4-7/8" X 10"  
(29-1/2 picas X 60 picas)  
Bleed: 5-1/2" X 11-1/4"



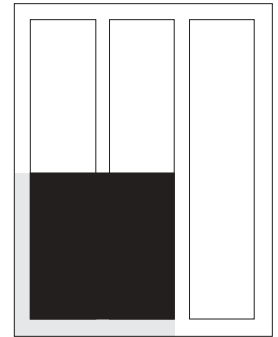
**1/2 PAGE AD**  
4-7/8" X 7-3/8"  
(29-1/2 picas X 44 picas)  
Bleed: 5-1/2" X 8"



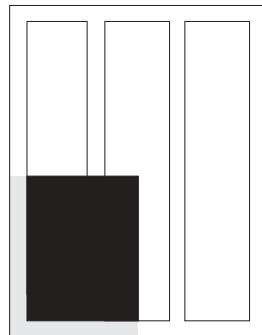
**1/2 PAGE AD**  
7-1/2" X 4-7/8"  
(45 picas X 29 picas)  
Bleed: 8-5/8" X 5-1/2"



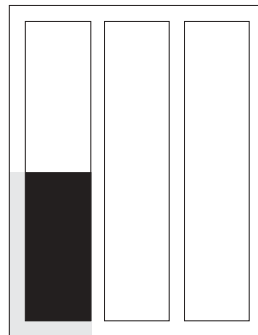
**1/2 PAGE AD**  
3-5/8" X 10"  
(21-1/2 picas X 60 picas)  
Bleed: 4-1/8" X 11-1/4"



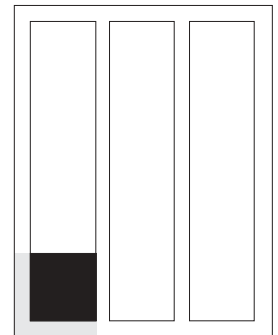
**1/3 PAGE AD**  
4-7/8" X 4-7/8"  
(29-1/2 picas X 29 picas)  
Bleed: 5-1/2" X 5-1/2"



**1/4 PAGE AD**  
3-5/8" X 4-7/8"  
(21-1/2 picas X 29 picas)  
Bleed: 4-1/8" X 5-1/2"




**1/6 PAGE AD**  
2-3/8" X 4-7/8"  
(14 picas X 29 picas)  
Bleed: 2-7/8" X 5-1/2"

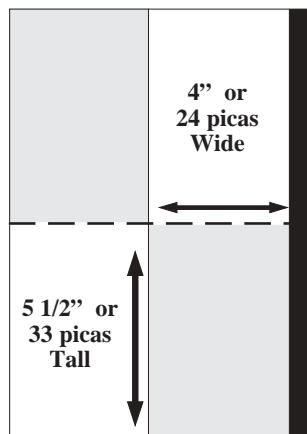


**1/12 PAGE AD**  
2-3/8" X 2-3/8"  
(14 picas X 14 picas)  
Bleed: 2-7/8" X 3"

# Postcards



Contact: W.H. "Butch" Oxendine, Jr., publisher  
Ship To: 412 NW 16th Ave, Gainesville, FL 32601-4203  
Mail To: P.O. Box 14081, Gainesville, FL 32604-2081  
Phone: 352-373-6907  
Fax: 352-373-8120  
E-Mail: info@studentleader.com  
Web: www.studentleader.com  
Toll-Free: 1-888-547-6310



Your Logo

Your Name

Your Address

No Postage Necessary if Mailed in the United States

**BUSINESS REPLY MAIL**  
FIRST CLASS PERMIT NO 96  
POSTAGE WILL BE PAID BY ADDRESSEE

Your Logo

Your Name

Your Address

# HOW TO PROVIDE *Advertising* MATERIALS

*Please follow  
these guidelines  
for submitting  
advertising materials  
to avoid unwanted  
complications*

## 1. FINISHED FILM OR PDF FILES PREFERRED

We prefer that you provide finished film ready for stripping along with a high-resolution proof. This allows us to pass along your advertisement to the printer with no possibility of unforeseen complications. We can also accept high-resolution, press-optimized, Adobe PDF files as long as you also provide all source files (see no. 5 below), and a high-resolution proof.

## 2. SUPPORTED PLATFORMS

We have a PC-based system, so providing files created by our supported applications on the PC platform is strongly encouraged. Anything provided on Mac-formatted media from a Mac-based application has to be given to an outside service bureau, which increases our production time. If you can only provide files from Mac-based applications, please get your materials to us at least 48 hours prior to the stated deadline.

## 3. SUPPORTED PROGRAMS

We support files created in the latest versions of these software programs: Adobe Pagemaker, Quark XPress, Adobe Photoshop, Adobe Illustrator, and CorelDraw.

## 4. SUPPORTED MEDIA

Please provide your files on CD-R, CD-RW, 100MB Iomega Zip disks, or send as email attachments (compressed using PKZip) no larger than 8MB per message to [jeff@studentleader.com](mailto:jeff@studentleader.com). If you need to send a file larger than 8MB, please contact [jeff@studentleader.com](mailto:jeff@studentleader.com) for other options.

## 5. PROVIDE AD IN ITS NATIVE FORMAT

When providing an ad in the format of its originating application, please follow these steps:

- a) Include the native file in which the ad was created (see our ad size specs to make certain your ad has been created at exactly the proper dimensions)
- b) Include all fonts that are used within the ad
- c) Include all linked graphic files (either TIFF or EPS format), and if they are color, make certain they are all converted to CMYK
- d) If the ad is color, include a color proof
- e) If the ad is B&W, include a B&W proof



Contact: W.H. "Butch" Oxendine, Jr.,  
publisher  
Ship To: 412 NW 16th Ave,  
Gainesville, FL 32601-4203  
Mail To: P.O. Box 14081,  
Gainesville, FL 32604-2081  
Phone: 352-373-6907  
Fax: 352-373-8120  
E-Mail: [info@studentleader.com](mailto:info@studentleader.com)  
Web: [www.studentleader.com](http://www.studentleader.com)  
Toll-Free: 1-888-547-6310

**If the above criteria are not met, there will be an hourly charge for any work that we have to do in order to provide your advertisement to our service bureau in a format from which they can output film. You are also responsible for film charges.**