

Daily Sundial Ad Submission Guidelines

The preferred file format for submitting print ads is a pdf.

General guidelines for pdf files:

When creating pdfs, make sure:

- 1) all fonts are embedded
- 2) no compression or downsampling on color or grayscale images
- 3) no color conversion.

We are able to accept native files providing the ads were produced using one of the following applications and followed these guidelines:

Adobe InDesign (CS2) - Include all fonts and placed images (File: Package)

QuarkXpress (v4.x) - Include all fonts and placed images

Adobe Illustrator - Convert all fonts to paths

Macromedia Freehand - Convert all fonts to paths

Photoshop (v7 & higher) - Minimum resolution 200 dpi

Other Accepted File Types

.eps - Convert all fonts to outlines, paths or curves depending on application used to create ad.

.tif/.tiff - Minimum resolution 200 dpi

.jpg/.jpeg - Minimum resolution 200 dpi

We Do Not Accept

.pub (Microsoft Publisher) - however, Publisher files can be converted to pdf files. See your user manual for more information.

.gif, .bmp, .pict and images picked from Web sites - these files generally do not reproduce well because of low resolution.

You may send your ad via e-mail to ads@csun.edu. We also accept CDs.

Online Ads

Online ads should be submitted as a jpg file with a resolution of 72 dpi. See our Online Advertising rate sheet for ad dimensions.

The Daily Sundial

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