

# BASH ADVERTISING SPECIFICATIONS



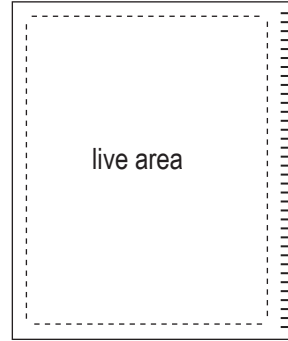
Provide digital artwork on C/DVD in high-resolution pdf, eps, tif or InDesign CS3 files (fonts and hi-res images must be included.)  
 All high-resolution images must be SWOP (CMYK or Grayscale) between 250 and 300dpi.

## Full Page Ad, Full Color with Bleeds

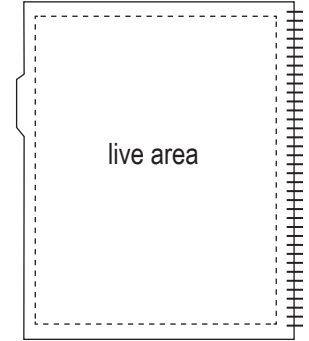
**Placement: Inside Front Cover, Inside Back Cover or Back Cover**

|            | Width | Height |
|------------|-------|--------|
| trim size  | 8"    | 9.5"   |
| live area  | 7"    | 8.75"  |
| bleed size | 8.25" | 9.75"  |

Safety: hold all live matter .375" (3/8 inch) from trim edges.  
 Bleed: add .125" (1/8 inch) to all trim sides for bleed.



Inside Front Cover  
 Inside Back Cover  
 Back Cover



Tab Pages

## Placement: Tab Pages

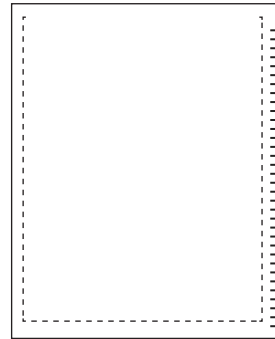
|            | Width | Height |
|------------|-------|--------|
| trim size  | 7.5"  | 9.5"   |
| live area  | 6.5"  | 8.75"  |
| bleed size | 7.75" | 9.75"  |

Safety: hold all live matter .375" (3/8 inch) from trim edges.  
 Bleed: add .125" (1/8 inch) to all trim sides for bleed.

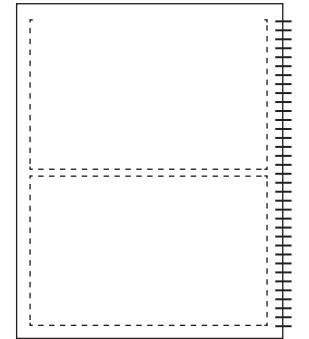
## Full Page Ad, B/W no bleeds

**Placement: Inside Pages**

| Width | Height |
|-------|--------|
| 6.5"  | 8.75"  |



Inside Pages – Full Page



Inside Pages – Half Page

## Half Page Ad, B/W

**Placement: Inside Pages**

| Width | Height |
|-------|--------|
| 6.5"  | 4.25"  |

## Digital Ad Specs

Upload your company's logo or other image (.jpg, .png, .gif, .tif, .bmp) to [aknight@creightonprep.org](mailto:aknight@creightonprep.org). Logos should be sized at 160x120 pixels. Images will not be cropped or stretched.

## Advertising Fees

|                    |         |            |       |
|--------------------|---------|------------|-------|
| Back Cover         | \$1,500 | Full Page  | \$600 |
| Inside Front Cover | \$1,200 | Half Page  | \$300 |
| Inside Back Cover  | \$1,200 | Digital Ad | \$500 |
| Tab Page           | \$900   |            |       |