

# HAWKS STUDENT MEDIA

## IMPORTANT SPECIFICATIONS FOR ADS

We want your ad to be as effective and professional as possible. In order to do that successfully, we require that all ads meet the following guidelines. If you have any questions, please contact our Ad Staff and we'll work it out.

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### PRINT ADS: For HAWKEYE &/or TEMPO

#### For Black & White:

- **Preferred File Format:** PDF (PDF/X-1a:2001 or newer)
- **Alternate File Formats Accepted:** Adobe InDesign, Photoshop, or Illustrator, current CC version preferred, image files saved as .png or .tif
- **Resolution:** All files should be a minimum of 300 dpi, but no more than 600 dpi

#### For Color:

- **Color Type:** All files **MUST** be saved as **CMYK** color files
- **Preferred File Format:** PDF (PDF/X-1a:2001 or newer)
- **Alternate File Formats Accepted:** Adobe InDesign, Photoshop, or Illustrator, current CC version preferred, image files saved as .png or .tif
- **Resolution:** All files should be a minimum of 300 dpi, but no more than 600 dpi

## WEBSITE ADS

#### For All Ads:

- **Color Type:** All files must be saved as **RGB** color files
- **Preferred File Format:** .gif, .png or .jpg (animated .gif files may also work)
- **Link:** Please provide the correct URL to which the ad should be linked
- **Alternate Text:** Please provide a maximum of five words as an alternate to the image
- **Resolution:** All files should be a minimum of 72 dpi, but no more than 300 dpi

## PODCAST ADS

#### For All Ads:

- Please contact us and we'll gladly work with you to create an exciting, effective audio spot

## SUBMITTING FILES

- **Online:** Go to [www.thehawkeye.org](http://www.thehawkeye.org) and click on **Advertise!** on the main menu. You'll see information (including this file saved as a .pdf) and then a place where you may submit your ad. All you have to do is enter a title for the ad, tell us who you are and any other pertinent information. Then click on **Choose Files** to upload your image/file. To finish it off, click **Submit** and wait for a message indicating that everything was successful. That's it!

## QUESTIONS?

- **Call Us:** 425.431.5014
- **Email Us:** [ads@TheHawkeye.org](mailto:ads@TheHawkeye.org)
- **Proofs:** Want to provide a proof? Want a proof? We'd be happy to work with you on both!