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.

PRINT ADS: For HAWKEYE, TEMPO &/or Esoteros

For Black & White:
- Preferred File Format: PDF (PDF/X-1a:2001 or newer)
- Alternate File Formats Accepted: Adobe InDesign, Photoshop, or Illustrator CS5.5 through current CC version, 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 CS5.5 through current CC version, 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 ad spot

SUBMITTING FILES

- Online: Go to www.thehawkeye.org and click on **Advertise** on the bottom 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
- Proofs: Want to provide a proof? Want a proof? We'd be happy to work with you on both!

Revised 9/23