



## College Media Creative Specifications

### Print ads

**File Type:** PDF

**File Size:** 20MB max

**Color Type:** CMYK

**Quality:** 200 ppi or greater

**Contrast:** file should be 5 to 10% lighter to compensate for newsprint.

#### **Full Page**

Tabloid: 11" x 17"

Broadsheet: 11" x 22"

Square: 10"x10"

Demitab: 8.5"x11"

Zandler: 10.3"x11.75"

#### **Half Page**

Tabloid: (H) 11"x 8.5" or (V) 5.5"x17"

Broadsheet: (H) 11"x11" or (V) 5.5"x22"

Square: (H) 10"x 5" or (V) 5"x10"

Demitab: (H) 8.5"x5.5" or (V) 4.25"x11"

Zandler: (H) 10.3"x5.875" or (V)

5.15"x11.75"

#### **Quarter Page**

Tabloid: 5.5"x8.5"

Broadsheet: 5.5"x11"

Square: 5"x5"

Demitab: 4.25"x5.5"

Zandler: 5.15"x5.875"

#### **Eighth Page**

Tabloid: 5.5"x4.25"

Broadsheet: 5.5"x5.5"

Square: 2.5"x2.5"

Demitab: 4.25"x 2.75"

Zandler: 2.575"x5.875"

### Digital

**File Type:** JPG, PNG

**File Size:** 20MB max

**Color Type:** RGB

**Quality:** 200 ppi or greater

#### **Sizes**

Leaderboard: 728 x 90 px

Medium Rectangle: 300 x 250 px

Large Rectangle: 336 x 280 px

Skyscraper: 120 x 600 px

Wide Skyscraper: 160 x 600 px



## Social

### Facebook

**Size:** 1200 x 630 px

**File Type:** JPG, PNG

**File Size:** 20MB max

**Color:** RGB

**Quality:** 200 ppi or greater

**Copy Character Limit:** 100  
(recommended), 260 (maximum)

### Twitter

**Size:** 1024 x 512 px

**File Type:** JPG, PNG

**File Size:** 20MB max

**Color:** RGB

**Quality:** 200 ppi or greater

**Copy Character Limit:** 100  
(recommended), 260 (maximum)

### Instagram

**Size:** 612 x 612 px

**File Type:** JPG, PNG

**File Size:** 20MB max

**Color:** RGB

**Quality:** 200 ppi or greater

**Copy Character Limit:** 125  
(recommended), 260 (maximum)

## Street Team/Campus Activation/OOH

### Posters

**Size:** 8.5"x11"

**File Type:** PDF

**File Size:** 20MB max

**Color Type:** CMYK

**Quality:** 200 ppi or greater

### Flyers

**Size:** 4.25"x5.5"

**File Type:** PDF

**File Size:** 20MB max

**Color Type:** CMYK

**Quality:** 200 ppi or greater

### Coasters

**Size:** 5" diameter circle

**File Type:** EPS, AI

**Color Type:** CMYK

## Radio

### Underwriting

**Maximum Length:** Three sentences

**FCC Rules To Note:** No call-to-action.

For example, "You can learn more at their website" is okay, but "Visit their website" is not okay.