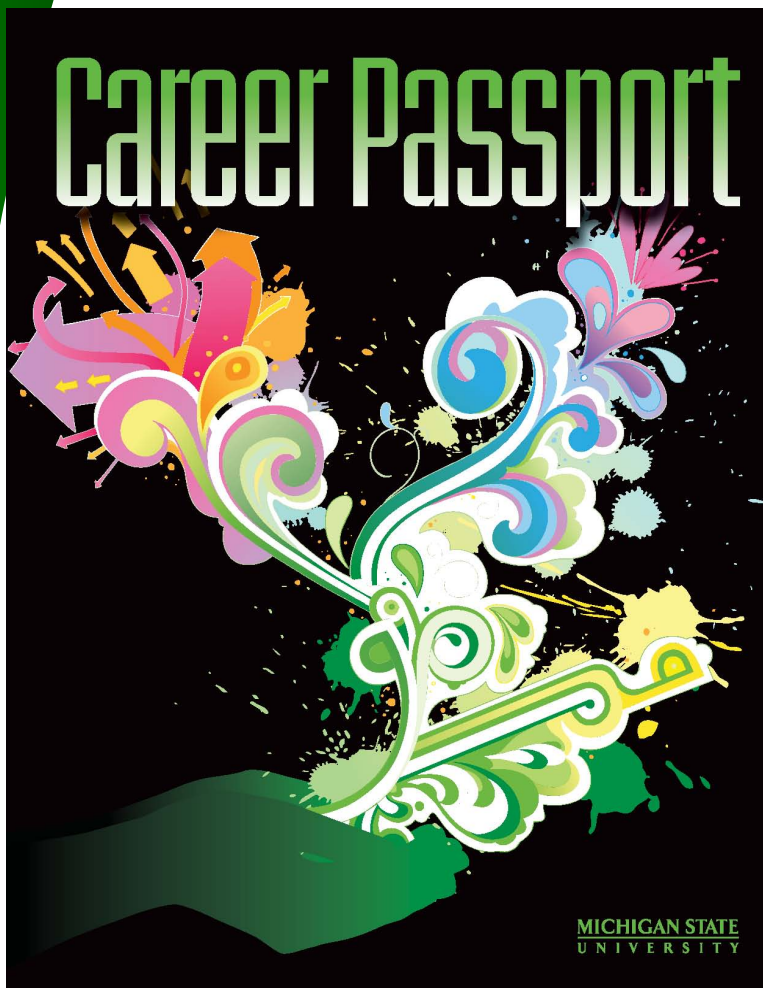


Here's your **PASSPORT** for reaching top Spartan talent

You know how important having a strong brand identity is when recruiting top college talent. Advertising in the MSU Career Passport gives you the competitive advantage in reaching career-minded Michigan State talent. Tell your story next to expert advice on careers and tips on how to succeed in the world of work!



- ➔ Annual 65+ page full-color magazine in print and online
- ➔ Targets MSU students who are serious about their careers
- ➔ Print edition distributed free to 20,000 MSU students
- ➔ Bonus on-line edition reaches 3,000+ unique users
- ➔ 12 months of continuous branding
- ➔ Full-color advertising
- ➔ More cost effective than the daily campus newspaper

Call today to reserve your ad!
2012-13 space is limited

Becky Hoppenstand
hoppens3@msu.edu
(517) 884-1330

careernetwork.msu.edu/award-winning-media

FULL-COLOR AD RATES

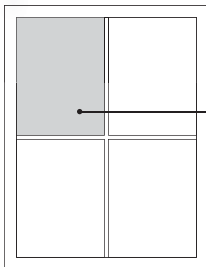
1/4-page	\$900
1/2-page	\$1,250
Full-page	\$1,800
Premier	\$2,000

Premier pricing is for placement inside covers and prominent pages for highest visibility



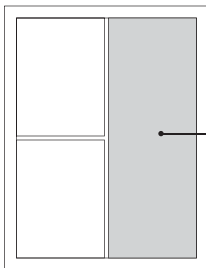
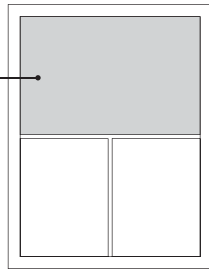
career passport

ADVERTISING SPECIFICATIONS



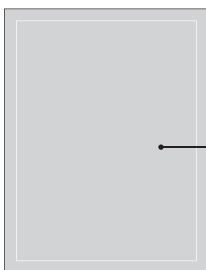
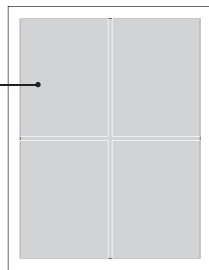
1/4-page
22 × 29.5 picas
(3.67 × 4.92 inches)

1/2-page horizontal
45 × 29.5 picas
(7.5 × 4.92 inches)



1/2-page vertical
22 × 60 picas
(3.67 × 10 inches)

full-page (no bleed)
45 × 60 picas
(7.5 × 10 inches)



full-page with bleeds
53 × 68 picas
(live area = 51 × 66 picas)
(8.5 × 11 + 1/8-inch bleed)

FORMATS & INSTRUCTIONS

All ads are full color and **MUST** be submitted electronically in one of the following formats:

- Adobe Illustrator EPS. Text must be converted to paths.
- Adobe Photoshop TIF or EPS. Files must be 300 dpi; use CMYK color space.
- Adobe Acrobat PDF. Files must be press-optimized with all fonts embedded.
- Native InDesign file. Text must be converted to paths. Be sure to include all links.

Please submit files on CD-ROM or via e-mail (if file size permits).

For assistance with technical questions about ad sizes, file formats, color or font issues, please contact:

Charlie Sharp
Sharp Des!gns, Inc.
(517) 394-1185
sharpart@comcast.net

To secure your advertising in *Career Passport*, contact:

Becky Hoppenstand
(517) 884-1330