



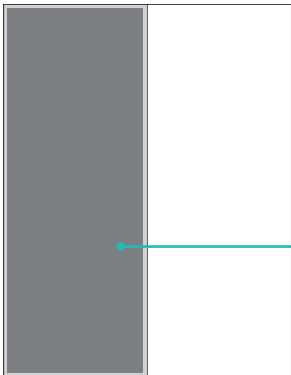
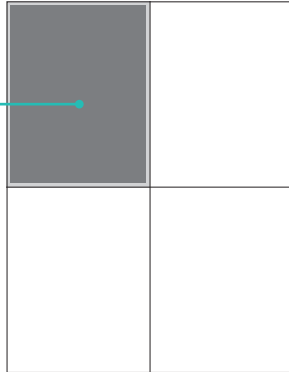
# career handbook

## MESSAGE SPECIFICATIONS

### MAKE SURE TO KEEP ALL TEXT & IMAGES INSIDE THE BLEED

#### **1/4 page\***

including bleed  
4.25 x 5.5 inches  
without bleed  
4 x 5.25 inches



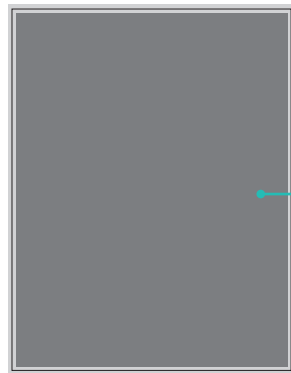
#### **1/2 page vertical\***

including bleed  
4.25 x 11 inches  
without bleed  
4 x 10.75 inches



#### **1/2 horizontal\***

including bleed  
8.5 x 5.5 inches  
without bleed  
8.25 x 5.25 inches



#### **full page**

including bleed  
8.75 x 11.25 inches  
without bleed  
8.25 x 10.75 inches

\*NOTE: a thin keyline may be added to  
improve separation between ads or ads and editorial

### FORMAT & INSTRUCTIONS

All employer messages are full color and MUST be submitted electronically in one of the following formats.

- Adobe Acrobat PDF. Files must be saved as press quality with all fonts embedded.
- Adobe Illustrator EPS. Text must be converted to paths.
- Adobe Photoshop TIF or EPS. Files must be 300 dpi; use CMYK color space.
- InDesign file. Text must be converted to paths. Be sure to include all links.
- Note: JPEG or flat PDF will NOT work.

**Please submit files to [morganw6@msu.edu](mailto:morganw6@msu.edu).**

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

Catherine Kanka  
Layout & Design  
(586) 883-2111  
[catherine.kanka@gmail.com](mailto:catherine.kanka@gmail.com)

To reserve space in the Career Handbook, contact:

Bill Morgan  
MSU Career Services  
(517) 884-1347  
[morganw6@msu.edu](mailto:morganw6@msu.edu)