



ADVERTISING SPECIFICATIONS

(as of Jan. 2007)

DISPLAY ADS (COLOR)

SIZE		WIDTH	X	HEIGHT
FULL	Non-bleed	7.5"	x	10"
	Trim size	8.5"	x	11"
	Bleed size	8.75"	x	11.25"
1/2 HORIZ	(no bleed)	7.5"	x	4.875"
1/4 PAGE	(no bleed)	3.625	x	4.875"

MARKETPLACE (BLACK & WHITE)

SIZE		WIDTH	X	HEIGHT
1/4 PAGE	(no bleed)	3.625"	x	4.875"
1/8 HORIZ	(no bleed)	3.625"	x	2.3125"

AD SUBMISSION REQUIREMENTS

- All materials for your ad must be received on or before the final ad deadline.
- Each ad must be submitted as a digital file according to the mechanical requirements below. Ads no larger than 5MB can be emailed to: ads@tribalcollegejournal.org. A mailed CD is also acceptable.
- A high-quality (full color, if applicable) hard copy proof must be submitted to ensure accuracy. TCJ cannot guarantee ad will be printed to advertiser's specifications if proof is not received.

MECHANICAL REQUIREMENTS

Accepted Software:

- QuarkXpress (3.3 up to 4.0, Mac formatted),
- Adobe Illustrator (up to 8.0, Mac formatted),
- Photoshop (3.0 up to 5.0, Mac formatted). Avoid body copy or small type.
- **IMPORTANT:** If using PC format or any other software, ads must be saved or exported as a high resolution (at least 300dpi) tif, jpeg, or pdf files. These files should be at least 300 dpi at 100% actual size. PDF files require embedding fonts used.

Fonts:

All screen and printer fonts used in the ad and in any graphics that appear in the ad must be included. PC (Windows) fonts are not acceptable.

Images:

Include all eps, tif and other graphics files on your disk. All provided scanned images should be a minimum of 300 dpi at printed size, saved as CMYK eps or tif. Fonts in Illustrator files must be converted to outline.

Logos:

Preferably in Illustrator (with fonts converted to outline) or QuarkXpress (include fonts). Photoshop bitmapped tiff files are also acceptable provided that the resolution is 1200 dpi at final printed size. We cannot take logos or copy off your website.

AD BUILD SERVICES

Your advertisement can be designed and produced by Tribal College Journal's design firm, Nakota Designs Inc., using your rough layout showing placement of ad copy and sizes of images. Advertiser will be charged for ad builds at a discounted rate of \$50 per hour in addition to contracted ad space. We can scan photos (not larger than 8 1/2" x 11") or you may supply digital images provided that they are at least 300 dpi at the size used. If submitting on disk, provide tif or eps format. By email, save as eps or jpeg maximum quality. Submit typewritten ad copy on disk or email. Nakota Designs Inc. will not be responsible for ad copy errors submitted in verbal or handwritten form. A proof of ad and an approval form will be faxed or e-mailed to advertiser. A color proof may not be available if materials are received after the ad build materials deadline. No response to approval form by the date indicated will be regarded as acceptance and ad will be printed. All advertising materials designed and produced by Nakota Designs Inc. are exclusively for use in *Tribal College Journal* publications, and production charges cover only that use.

THE FINE PRINT

Returns: All advertising materials will be stored for a period of six months. After that, if advertiser has not requested a return of materials, they will be destroyed.

Positioning: Position requests will be considered but not guaranteed. Ultimate position of ad is at discretion of the publisher.

Copy Authorization: All advertisements are accepted and published by *Tribal College Journal* upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and or advertiser will indemnify and hold *Tribal College Journal* harmless from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement. Publisher is not responsible for errors in key numbers.

Copy Acceptance: *Tribal College Journal* reserves the right to decline advertising services of products that it deems inappropriate for the standards of the magazine.

Space Reservations: An insertion or purchase order, *Tribal College Journal* contract or MasterCard/Visa will serve as a non-refundable, official contract for reserving ad space. All verbal orders are considered binding unless canceled prior to space reservation deadline with written notice of cancellation as stated below.

Cancellations: To cancel, the advertiser must provide *Tribal College Journal* with verbal and written notice of cancellation, dated no later than the space reservation deadline. *Tribal College Journal* charges 50% of the cost of contracted space that is cancelled between the space reservation deadline and the ad submissions deadline. After the ad submissions deadline, the advertiser is responsible for paying 100% of the charges for the contracted space, whether or not the ad is printed.

Cancellations on Multiple-Run Contracts: To cancel mid-contract, the advertiser must provide *Tribal College Journal* with verbal and written notice of cancellation, dated no later than the space reservation deadline for the upcoming issue. Advertiser will pay the 1X ad price of ads that have already been printed under contract instead of the multiple-run discount rate.

Terms: First-time advertisers may be required to pre-pay. TCJ bills upon publication for continuing advertisers. Ads will be billed separately for each ad insertion, unless prior arrangements have been made. A tear sheet will accompany each bill. Payments are due upon receipt of invoice. After 30 days a 3% interest charge will apply and accrue monthly.

ADDRESS ALL ADVERTISING MATERIALS & QUESTIONS TO:

Advertising Department □ Tribal College Journal

P.O. Box 720 □ 130 E. Montezuma

Mancos, CO 81328

(970) 533-9170 –tel. □ (970) 533-9145 –fax
