

# Specs + Rates

ClemsonWorld

## FULL PAGE (BLEED)

-  **Trim Size:** 9" x 10.875"
-  **Bleed:** .125"
-  **Safe Area:** .75" minimum



## PRINT FILES:

- PDF/X1A or Press Quality
- CMYK (No Spot)
- 300 PPI
- No printers mark

## FULL PAGE (NO BLEED)

Size: 7.75" x 9.5"



## 1/2 PAGE VERTICAL

Size: 3.75" x 9.25"



## 1/2 PAGE HORIZONTAL

Size: 7.5" x 4.25"



## E-NEWSLETTER

Size: 640 x 108 pixels



The banner ad is placed in the monthly *Clemson World* e-newsletter sent to more than 100,000 alumni and friends.

## DIGITAL FILES:

- JPG or Animated GIF
- RGB
- 150PPI

## FILE DELIVERY:

Email your print or digital ad files to Deveraux Williams at [deverau@clemson.edu](mailto:deverau@clemson.edu).

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## 2023-24 PRINT RATES

	Inside Front/Back Cover	Full Page Inside	Half Page Inside
Fall	\$3,000	\$2,500	\$1,300
Winter	\$3,000	\$2,500	\$1,300
Summer	\$3,000	\$2,500	\$1,300

Discounts are available for multi-issue ad bundles and campus sponsorship packages. Contact us for more information.

## 2023-24 DIGITAL RATES

E-Newsletter Ad	\$500 per month
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### CONTACT INFO

For advertising information and technical questions regarding your ad and additional information, contact Heidi Coryell Williams, executive editorial director, at [coryelw@clemson.edu](mailto:coryelw@clemson.edu).