



Ad Specifications

DEADLINE - April 15, 2025

submit ads to learnard@dacollc.com

or through Sponsors registration portal at www.hbcubusinessdeans.org

Size	Width	Height
■ Full-Page (with 1/4" Bleed size)	7.75"	10.25"
*NOTE: Trim size of publication is 7.5" × 10". For bleed, extend artwork 1/4" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 1/2" inside the top and bottom edges and 3/4" inside the left and right edges.		
■ Half-Page Horizontal (with 1/4" Bleed size)	7.75"	5.25"
*NOTE: Trim size of publication is 7.5" × 5". For bleed, extend artwork 1/4" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 1/2" inside the top and bottom edges and 3/4" inside the left and right edges.		
■ Quarter-Page (with 1/4" Bleed size)	4.00"	5.25"
*NOTE: Trim size of publication is 3.75" × 5". For bleed, extend artwork 1/4" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 1/2" inside the top and bottom edges and 3/4" inside the left and right edges.		

Digital Artwork!

- All digital greyscale and color art should be at 300 dpi.
- The following digital file types are accepted:
 - **Acceptable file formats:** All Adobe Products – Acrobat (PDF files with fonts embedded), InDesign (INDD or IDML files with accompanying links and fonts included), Illustrator (EPS or AI files), Photoshop (JPG, PNG, TIFF, PSD).
 - **Not accepted formats:** Freehand, Corel Draw, Paint, Quark, Powerpoint, Word, Publisher, Excel
- Vector artwork should be saved in an .EPS format with fonts and images embedded, or all images and fonts must be supplied.
- All screen and printer fonts must be provided.
- We will substitute with similar fonts if originals are not submitted.
- Text can be converted to outlines, but if proofing errors are discovered, new art may need to be submitted.

Strategic Level - (2) full page ads

Diamond Level - (1) full page ad

Platinum Level - (2) half page ads

Gold Level - (1) half page ad

Silver Level - (2) quarter page ads

Bronze Level - (1) quarter page ad