

upFRONTads

Career Education Review Classified Resource

Reach the career college community with **upFRONTads!**

What Can I Advertise?

Positions Available

Colleges Wanted

Equipment Wanted

Positions Wanted

Consulting Services

Equipment For Sale

Colleges For Sale

Miscellaneous Announcements

Type of Advertising?

Line Ads

Display Ads

Blind Box Service

How Much Does It Cost to Advertise?

Ad rates and sizes on back

What are the Terms?

Specify the number of insertions and enclose payment. All ads must be submitted in writing and will not run until payment is received. (*Placement of same ad limited to 4 insertions per year.*)

What are the deadlines?

The 1st and 15th of each month

YES! I want to get results. Enclosed is my classified ad for the *upFRONTads*, including the number of insertions and payment.

Name: _____

Title: _____

Company/College: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: () _____

Number of insertions: _____

Method of payment: Check for \$ _____ is enclosed.

Charge to: VISA MasterCard American Express # _____

Cardholder's Name: _____ Exp. Date: __ / __ / __

Signature: _____

Please return coupon with payment to:

Workforce Communications/The Baxandall Company, Inc.
627 Bay Shore Dr., Ste. 100 • Oshkosh, WI 54901

Phone: 1-800-558-8250 • Fax: 1-920-231-9977 • Web Site: www.workforce-com.com

Contact: Terry Staerkel • tstaerkel@workforce-com.com

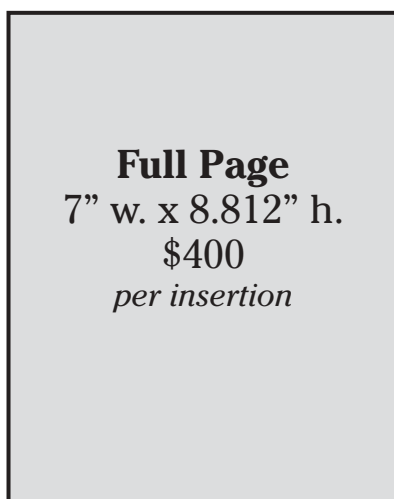
How Much Does It Cost to Advertise?

Line Ads: 50¢ per word per insertion.

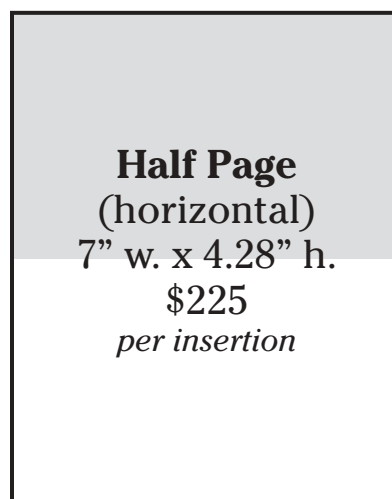
Display Ads: width x height inches as listed below.

Layout design available at \$95/hour. Please call for timeline.

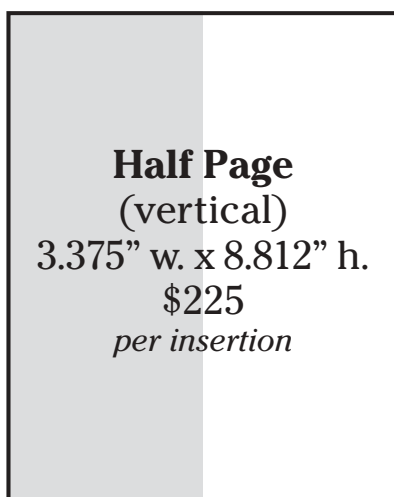
Blind Box Service: \$15 to have responses forwarded (for those who do not wish to disclose their identity). This fee is in addition to ad cost.

A vertical rectangle representing a full page advertisement. The text is centered within the rectangle.

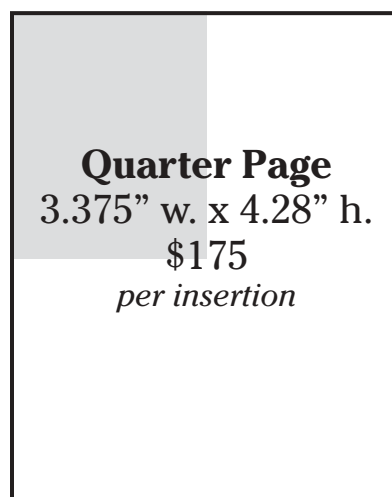
Full Page
7" w. x 8.812" h.
\$400
per insertion

A horizontal rectangle representing a half-page advertisement. The top half is shaded gray, and the bottom half is white. The text is centered within the white area.

Half Page
(horizontal)
7" w. x 4.28" h.
\$225
per insertion

A vertical rectangle representing a half-page advertisement. The left half is shaded gray, and the right half is white. The text is centered within the white area.

Half Page
(vertical)
3.375" w. x 8.812" h.
\$225
per insertion

A vertical rectangle representing a quarter-page advertisement. The top-left quarter is shaded gray, and the rest is white. The text is centered within the white area.

Quarter Page
3.375" w. x 4.28" h.
\$175
per insertion

publisher of the CAREER EDUCATION REVIEW

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Contact: Terry Staerkel • tstaerkel@workforce-com.com

Display Ad Guidelines

Customer Name: _____

Digital File Troubleshooting Contact: _____

Address: _____

Phone: _____

Fax: _____

E-mail address: _____

NOTE: If these guidelines are not followed, Workforce Communications is not responsible for the reproduction quality and timeliness of the publication of your ad. Delays may also occur if digital file requires troubleshooting. **We offer ad design services. Please call for pricing and timeline.**

DIGITAL FILE REQUIREMENTS

1. All ads must be submitted as digital files. Acceptable digital media is CD, DVD, Zip Disk or Internet (e-mail).
2. Ads with a file size up to 3MB may be e-mailed to Terry Staerkel at tstaerkel@workforce-com.com. Ads with a file size larger than 3MB may be provided on disc, or call for FTP login information.
3. Preferred format for ads is **PDF. Call for Adobe Acrobat distiller settings. Please be sure to embed all fonts when creating the PDF.**
4. Other formats and software which are acceptable:

	<u>Version Supported</u>	<u>Version Used</u>
<i>MacIntosh Only*</i>		
<input type="checkbox"/> QuarkXPress	6.5	_____
Please include fonts and art with ad.		
<input type="checkbox"/> Adobe Photoshop	CS2 (9)	_____
Please save file as TIFF or JPEG at 600 dpi. This format is the least desirable for reproduction, especially when small type is used in the ad.		
<input type="checkbox"/> Adobe Illustrator	CS2 (12)	_____
Please save file as Illustrator EPS. Please convert type to outlines or include fonts and art with ad.		
<input type="checkbox"/> Adobe Acrobat (PDF)	7.0	_____
Please call for Adobe Acrobat distiller settings. Embed all fonts when creating the PDF.		

**PC files of Adobe Illustrator can be used if the fonts are converted to outlines and saved in eps format. This is recommended to avoid the text reflow problems that occur in relation to cross platform font substitution. PC fonts will be substituted by MAC version of fonts and may not appear the same. Please call for information before sending PC files.*

PRODUCTION TIPS

General Specifications

- Digital Duplicator Press
- 85 Line Screen

Ad Size

Make sure your ad is built to the correct size and that width and height orientation is correct.

Image Resolution

Be sure images are high resolution: 300 dpi for halftone images, 600 dpi or more for line-art. Please do not use images taken from a website, as these are generally 72 dpi and will not result in quality reproduction.

Color Mode

Please save all **artwork in grayscale color mode.**

Screen Tone Values/Tint Screens

Screens may range from 85% to 15% black. Screen tone values which exceed 85% will print as a solid. Screen tone values under 15% drop to white. Artwork consisting of large screened areas, such as watermarks or background images, should have a screen tone value of no less than 30% black.

A minimum contrast of 20% of black between foreground and background is recommended.

Type

Type size should be kept at a minimum of 7 pt. for standard and 9 pt. for reverse. All type intended to print solid black should be set at 100% black and contrasted against a 15%–30% black screen. Reverse or knockout type should be 0% (white) type on an 80% screen or higher. Fine serif typefaces should be avoided.

Minimum Line Weights

Minimum positive line weight 0.5 pt.
Minimum reverse line weight 1 pt.