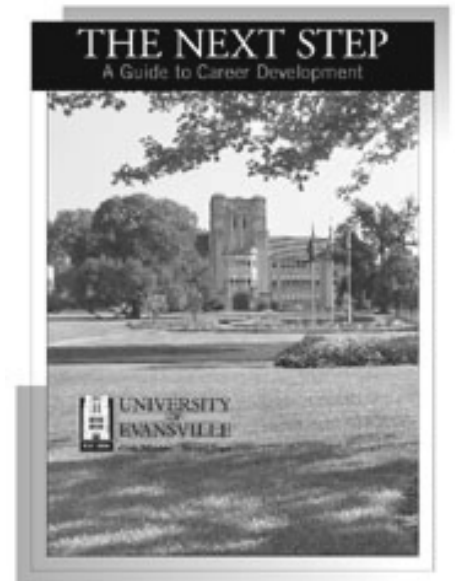


# Tell Students about YOUR Company!



## Advertise in the 2008-2009 Edition of “The Next Step: A Guide to Career Development”

**2500 copies** of the 2007-2008 Edition of “The Next Step: A Guide to Career Development” were distributed to students and alumni last year! Advertising in this publication is a great way to increase students’ awareness of your company’s employment opportunities!

By placing an ad in the guide, students and alumni will view your company information as they are considering full and part-time, internship and co-op experiences as part of their job search processes.

Get started recruiting UE students/alumni—Buy an Ad today!

Full Page B&W (grayscale)

**\$400**

7.5" x 10"

1/2 Page B&W (grayscale)

**\$250**

7.5" x 4.875"

1/4 Page B&W (grayscale)

**\$150**

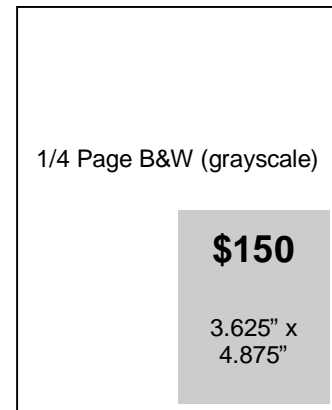
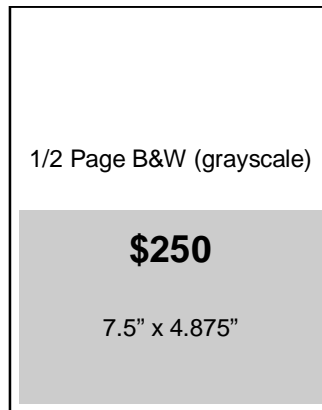
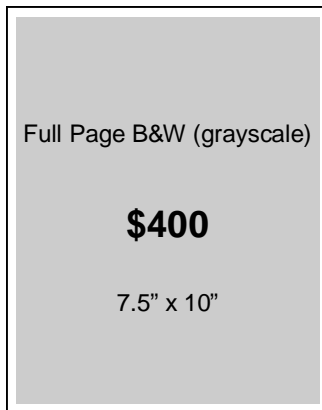
3.625" x  
4.875"

To see “The Next Step: A Guide to Career Development” online, please visit  
<http://careerservices.evansville.edu>

# The Next Step: A Guide to Career Development

## Advertising Layout Guide

(dimensions in inches, width first)



### Ad Sizes

Ads must meet the size specifications listed above. They must be created in black and white (grayscale) with no bleeds.

### General Information

When submitting the ad, you may email your ad as an attachment (preferred) or send your materials in the mail. In your email, please specify the ad size and include the contact information of the person who created the ad. If you would like to send your ad in the mail, please label the CD or disk with the specific ad size, the name of your company and contact information of the person who created the ad. It is also helpful to know the platform and application/software that was used, as well as the format provided. A hard copy at 100 percent of the size should accompany all disks.

### Mailing Information

Email ads to [gw5@evansville.edu](mailto:gw5@evansville.edu)

Send zip disk or CD to *Office of Career Services and Cooperative Education, University of Evansville, 1800 Lincoln Ave., Evansville, Indiana 47722 Attention: Gene Wells*

**Questions? Want to reserve your space? Call Gene Wells at 812-488-1083**

**Space is limited; advertisement size, layout and position will be determined on a first come, first served basis.**

### Technical Specifications

**CHOOSE FROM THE FOLLOWING (All digital artwork MUST be supplied in one of these formats)**

◆ **QuarkXpress:** Supply Macintosh QuarkXpress document with both screen and printer fonts. All images, logos, etc., used in the document must be supplied as EPS or high resolution TIFF files. All photos are to be saved in grayscale (not RGB) format and should have a final resolution of 300 dpi or 1200 dpi for bitmap images. Do not submit any compressed images. To send the ad via e-mail, you may use Stuffit to compress the final folder of collected files.

◆ **Adobe Illustrator EPS:** Supply Illustrator document with both screen and printer fonts (unless converted to paths). All images, logos, etc., used in the document must be supplied as EPS or high resolution TIFF files. All photos are to be saved in grayscale (not RGB) format and should have a final resolution of 300 dpi. Do not submit any compressed images.

◆ **CorelDRAW EPS:** Supply a single EPS document with all fonts converted to paths and all images included. High resolution copies of all images are required. All photos are to be saved in grayscale (not RGB) format and should have a final resolution of 300 dpi. Do not submit any compressed images.

### DO NOT SEND

- ◆ Film/bromides
- ◆ Microsoft Word files or Publisher files (unless you convert them to pdf files)