

ASU Student Media – *The State Press* Advertising

How to send us an ad electronically

Please keep file size as small as possible to avoid network upload and download problems. The maximum size for files sent to us via e-mail is 5 MB per e-mail. If you have multiple files, stuff or zip your files into one file reducing the size of the file(s). If your file is too large for e-mail or you do not have access to e-mail, you can use our [SMUpload](#) web page to send the file(s) directly to our production server. Once you have correctly saved and sent us the file, we cannot make corrections to type or artwork. Please proof your ad and save it to the correct size (see the size chart below).

E-Mail:

You will need access to the Internet and software to send your file via e-mail. Text, photo and/or graphics documents can be sent via e-mail to the production department or to your advertising representative. Please include on the subject line the name of the advertiser and the rundate. To send files via e-mail, please use the following e-mail address:

sendads@asu.edu

You should receive an auto-reply from the e-mail account upon receipt of the information, if you do not receive the auto-reply e-mail or receive an error message, please try one of the following alternate e-mail addresses:

smprod@asu.edu

Student.Media.Production@asu.edu

Please review the SMUpload web page instructions listed below on the proper procedures for saving your files.

SMUpload web page:

***The SMUpload web page replaces our ftp service**

You will need access to the Internet and browser software (Internet Explorer, Netscape, Mozilla, etc.) to send your file via our SMUpload web page. Text, photo and/or graphics documents can be sent via the SMUpload web page. The file server you will be sending your file is a Macintosh server, but from where you send the file, i.e. which platform – Mac, Windows (DOS) or UNIX, does not matter.

The SMUpload web page is located at the following URL:

<http://stmedia1.vpsa.asu.edu/cgi-bin/WebObjects/SMUpload>

Please follow these steps to complete your upload(s) using the [SMUpload](#) web page:

1. Save the ad as a PDF or universal EPS.

Acrobat PDF:

Portable document format (Acrobat PDF) is the preferred file format for electronically transmitted ads. Acrobat PDF files should be submitted as press ready composite PDFs (Separations are not accepted). Remember to embed all fonts. The minimum and preferred version of your PDF document should be Acrobat 4 (PDF 1.3). Please name the file as the advertiser's name.

Universal EPS:

Universal EPS files are created through the Print Window of the program you use to build the ad when the command "Print to File" is selected. Many programs allow a "shortcut" EPS file that is saved for use only within the program's product family. This type of EPS file will not work (for example, QuarkXpress has a "save Page to EPS" option. This is not a universal EPS file.) Please name the file as the advertiser's name. When sending a Universal EPS, send all font files used in the ad or create font outlines, otherwise, we will have to substitute fonts. When sending Type1 fonts, please remember to include both the screen and printer font of each font required.

2. Once you have prepared and saved your file(s), please go to our [SMUpload](#) web page:

<http://stmedia1.vpsa.asu.edu/cgi-bin/WebObjects/SMUpload>

3. Steps to upload your file:

- a. Choose a folder. To upload your file(s) to the advertising/production department, please choose the Advertising folder.

- b. Select the "next" button. You will be presented with a "browse" button to browse your local workstation for the file you intend to upload.

- c. After selecting the file you intend to upload, please select the upload button.

- d. A confirmation message will appear with the opportunity to upload another file.

To send multiple files in one upload, please stuff or zip your files prior to uploading the file(s).

4. Once you have sent your file(s), please confirm your file upload by contacting us at (480) 965-6555 or sendads@asu.edu, to alert us of your file transfer using the [SMUpload](#) web page. Please transmit your advertising files at least 48 hours prior to publication.

Advertising Deadlines:

Display and classified display ad deadlines are noon, two business days prior to the publication date.

Classified liner ad deadline is 2 p.m., two business days prior to the publication date.

If you are sending files to one of our news departments, please see our instruction sheet for sending news related files or contact us at 480-965-7572 for further information.

- Student Media Advertising Department: (480) 965-6555
- Student Media Classifieds Department: (480) 965-6731
- Student Media Production Department: (480) 965-2097
- Student Media main phone number: (480) 965-7572

Further information can be found on our rate card, which can be downloaded from the [ASU Web Devil](http://www.asuwebdevil.com/adinfo.php) advertising info web page:

<http://www.asuwebdevil.com/adinfo.php>

The State Press Display Ad widths:

1 Column	9p 8pt	1.61"
2 Column	20p 2pt	3.36"
3 Column	30p 8pt	5.11"
4 Column	41p 2pt	6.86"
5 Column	51p 8pt	8.61"
6 Column	62p 2pt	10.36"

*The minimum display ad size is 4 column inches. Maximum ad space is 6 columns by 15.625" (billed at 16")

*Double Truck dimension width is 21.35"

The State Press Classified Display Ad widths:

1 Column	8p 1pt	1.34"
2 Column	17p 1pt	2.85"
3 Column	26p 2pt	4.35"
4 Column	35p 2pt	5.85"
5 Column	44p 2pt	7.36"
6 Column	53p 3pt	8.87"
7 Column	62p 3pt	10.38"

*The minimum classified display ad size is two column inch.