



# SPEC SIZES FOR ADVERTISING OPPORTUNITIES

## ▶ ALUMNUS MAGAZINE

### *Print Ad Sizes* Sizes are Width x Height

- ▶ **Full-page w/ bleed:**  
9.25" W x 11.125" H  
(1/8 bleed already included in above dimensions)
- ▶ **Full page, no bleed:**  
8" W x 9.875" H
- ▶ **Half-page, horizontal:**  
8" W x 4.875" H
- ▶ **Half-page, vertical:**  
3.875" W x 9.875" H
- ▶ **Quarter-page:**  
3.875" W x 4.875" H

### *Digital Web Ad Sizes* Sizes are Width x Height

- ▶ **Quarter Page: 290px x 360px**  
(Side Bar Rotation Placement - Homepage and on Alumni News)
- ▶ **Half Page: 515px x 170px**  
(Rotation Placement - Homepage and on Campus News & Discoveries)
- ▶ **Full Page: 1050px x 170px**  
(Rotation Placement - Homepage and on Profiles)

## ▶ WEBSITE

- ▶ **Home Page Hero Ad:**  
1023p x 490px
- ▶ **Home Page Lower Ad:**  
500px x 500px

## ▶ SOCIAL MEDIA

- ▶ **Landscape:**  
1920p x 1080px
- ▶ **Square:** 1000px x 1000px

## ▶ MAROON INSIDER NEWSLETTER

- ▶ **Banner:**  
600px x 100px

## ▶ YOUNG ALUMNI E-NEWSLETTER

- ▶ **Banner:** 1170px x 180px

## ▶ MOBILE APP

- ▶ **Banner upper rotator:**  
1024p x 620px
- ▶ **App :**  
1000px x 1000px

BLEED

TRIM

LIVE AREA



**MISSISSIPPI STATE**  
UNIVERSITY™

ALUMNI ASSOCIATION

## **TRAVEL GUIDE AD SPECS**

### **Full-Page Ad**

w/ bleed - 7.25" x 10.75"

live area - 6.5" x 10"

### **Full-Page w/o bleed (same as live area)**

6.5" x 10"

### **Half Page Ad**

6.5" x 5"

### **Quarter Page Ad**

3.25" x 5"

### **File Formats Accepted**

PDF · EPS · TIF (minimum 300 dpi)

Bleed, trim, and live area mockup provided here is made to size. Please feel free to use this as a guide to double check the size of your ad.

Please contact us with any questions.  
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