

Technical Specs

MECHANICAL MEASUREMENTS

The Baylor Lariat is an offset broadsheet printed with an 110 line screen. There are 6 columns per page at an 11.5 inch width. Each column is 1.8 inches wide with 1/6 inch gutter. Full page depth is 21.25 inches.

Width	Inches
1 column	1.8
2 columns	3.75
3 columns	5.72
4 columns	7.68
5 columns	9.65
6 columns	11.625

COLOR:

1. The Baylor Lariat in no way guarantees the color quality of any color ad that we print. The best we can do is approximate the best colors for you to use. There may be drastic discrepancies between how your ad looks on a computer and how it appears in print.

2. We do not use Pantone inks. Our printer uses its own premixed inks for spot colors. If your ad contains a Pantone spot color plate (or if you would like us to print your ad with a specific Pantone color), we can only approximate the desired Pantone color to the colors available to us. The “spot” colors used by our printer are mixtures of CMYK process colors (cyan, magenta, yellow and black).

3. Our charges are based on the number of inks required to print your ad. Ads requiring three or more inks will be considered full color. Spot color ads may consist of one or two colors in addition to black. An ad containing several different screen values or percentages of the same color, in addition to black, will be considered as only one spot color.

4. We are happy to try to make your existing ad conform to our color scheme, but please remember the following guidelines when submitting digital files for color correction: All spot-color ads must be sent as native application files, preferably as unflattened Photoshop documents with text in its own layer. Resolution must be set to a minimum of 150. We cannot accept files larger than 7 megabytes via e-mail, so you may have to use a utility like StuffIt to compress your files to make them smaller; otherwise, you may send your files on a disc. In any case, if you are submitting a document in its native application format, please be sure to send all of the fonts you have used--including screen fonts--and any images associated with the file that have not been embedded.

NOTE: Keep in mind that we charge additional fees for any excessive amount of time we spend correcting problematic ads. If you have any further questions about how you should prepare your ad for print, please call (254) 710-3407 or e-mail Lariat_ads@baylor.edu.

ELECTRONIC REQUIREMENTS

Although we accept many file formats, including JPEG, EPS, and TIFF, we prefer that you e-mail your ad to us in PDF format. If you cannot convert your file to a PDF, you may send us your ad in its original application. We accept the following applications: PageMaker 6.5 and 7.0; Photoshop; QuarkXPress 4.0; InDesign; Microsoft Word; Illustrator and FreeHand 10. **WE DO NOT ACCEPT DOCUMENTS CREATED IN MICROSOFT PUBLISHER.** If you cannot send us your ad in any of the file formats listed above, make sure you send us all fonts and images used in the creation of your original document.
