



2024  
**TUSKEGEE UNIVERSITY ATHLETIC HALL OF FAME**  
50<sup>th</sup> Anniversary Weekend  
"Honoring Athletic Legends"

## ***Souvenir AD Specifications***

To capture the induction event and provide support to inductees and the Hall of Fame mission, a souvenir journal will be prepared. The journal will allow family, friends, colleagues, and the business community to acknowledge the honorees' achievements and to express appreciation for the many ways they have touched your life.

Please submit the Program Ad Order Form along with your ad information and payment. You will receive an email confirmation of your ad within five days of receipt. If you do not receive confirmation, please email [TuskegeeHOF@gmail.com](mailto:TuskegeeHOF@gmail.com). *All ads must meet the required ad criteria and dimensions.*

### **AD Criteria, Dimensions**

The following ad dimensions are acceptable:

Full page	7.25" W x 10" H
Half page	7.25" W x 5" H
Quarter page	3.5" W x 5" H

- All ads must be of **portrait orientation** (not landscape)
- Regular ads are printed in the souvenir journal in black and white.
- *Inside/outside cover pages are printed in color. Premium color full-pages also available.*
- Final ad format requires all text to be placed and stylized in the exact format and design as you want it to be printed in the program.
- Minimum picture quality is 300 dpi.
- Ads/files are accepted in JPEG, TIFF, or PDF format.
- If using Adobe Illustrator to create your ad, all text must be converted to outlines and saved as a PDF.
- If an ad is submitted at a different size than defined above, your ad will be altered to the correct dimensions.
- If you would like to ask any questions before you send your design, please do not hesitate to contact us at [tuskegeehof@gmail.com](mailto:tuskegeehof@gmail.com).

Ad designs and questions should be sent via e-mail to [tuskegeehof@gmail.com](mailto:tuskegeehof@gmail.com).