

## Design Specifications – Copy

### Word counts:

Please submit text to the word counts provided below. Campaign pages and Career Opportunities pages (job listings) each have their own word counts

#### • Campaign copy

Word counts for campaign pages **without** image:

Headline (1-10 words) +

- a) 1 column of text: 250-275 words
- b) 2 columns of text: 400-425 words

Word counts for campaign pages **with** image:

Headline (1-10 words) +

- c) 1 column of text and 1 image: 250-275 words
- d) 2 columns of text and 1 standard image: 325-360 words

When calculating word count, please add:

- a) 12 words for every paragraph header
- b) 20 words for a concluding copywrite notice/company link

#### • Career Opportunities copy

Up to 65 words per position (count website link or email address)

Up to 5 positions per page

### Submission Format:

- Please email all text in a MS Word document (append file extension .doc)
- All copy submitted should be proofread and ready for publication

### Deadlines:

E-newsletter is distributed on the first business day of each month

Deadlines for content submission:

- Copy for campaign pages and images: fifteenth day of the month (approx. two weeks) before distribution.
- Jobs copy (Career Opps pages): twentieth day of the month (approx. ten days) before distribution

Deadline for your approval of our layout: one week prior to distribution

A career advancement newsletter for quantitative finance professionals

QUANTster, Inc. | 3254 Cambridge Avenue, Suite 1 | Riverdale, New York 10463 | 718.432.5125

A publication of [www.quantster.com](http://www.quantster.com)

## Design Specifications – Images

### Image and artwork requirements

1. Opening page of campaign; your option of providing either an advertisement (promotional artwork) or your firm's logo
2. Firm logo for each page of campaign (provided as vector art)
3. Photo(s) to accompany body of campaign

### Formats:

- Firm logos and optional advertising artwork should be submitted in one of the following vector formats:  
**Illustrator EPS**—eps, w/ all text converted to outlines and all linked files embedded—or as a **QUARK doc** (.qxd), converted into an eps with all text converted to outlines and images embedded
- All photos should be in one of the following (raster) formats:  
native photoshop files .psd • .jpeg • .tif

### Image area and resolution:

1. Campaign opening page options
  - a) **Your predesigned ad**— live area 6.5"(w) x 8.75"(h) [please add + 1/8" to each side for trim; trim size 6.75"(w) x 9"(h)]
  - b) **Logo** for opening page: to fit comfortably within live area 4.5"(w) x 2.875"(h)
2. Firm logo (on each page of campaign): live area 2"(w) x 0.5"(h)
3. Photos for campaign pages: approx. 4.2" x 3" ratio  
All raster images — tiffs, jpgs, psd files — saved at 150 dpi at 100%

Thank you for taking the time to familiarize yourself with our design specifications. Your adherence to these guidelines will assure the timely and cost-efficient production of your campaign. Please take special care to proofread all copy before submission.

All content submissions, design-related questions, and information regarding the submission of material over 8MB should be directed to our designer, Georgia Benardos, [quantster@georgiagraphic.com](mailto:quantster@georgiagraphic.com)

All other inquiries to: Jim Varriale, [monthly@quantster.com](mailto:monthly@quantster.com)  
If you wish to submit material on disk, our mailing address is below (Att: Jim Varriale).

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