

DIGITAL REQUIREMENTS

MEDIA & FILE FORMATS

Preferred Media Format: CD or DVD

Along with the disk please provide two acceptable proofs, a disk content map and contact information. This includes the issue date, advertiser, agency name, contact person, phone number and ad name/#. Disks will not be returned unless requested.

Preferred File Format: PDF-X 1/a

Alternate File Formats Accepted: **Native Application Files (MAC ONLY) Adobe CS2 (Illustrator, InDesign, Photoshop) or Quark Express 6.5**

PC USERS MUST PROVIDE HI RES PDF-X 1/a or a PRESS READY PDF.

PDF files must contain only 4-color process images (CMYK).

Chicago magazine can not be responsible for PDF files prepared incorrectly.

Image Requirements: All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files. TIF or EPS file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

ACCEPTABLE PROOFS

TWO (2) SETS OF PROOFS SHOULD BE PROVIDED

Black & White Ads: Laser Print (2)

Color Ads: SWOP Certified proofs are requested for color guidance on press. (ie. Kodak Approval, Fuji, Epson)

PLEASE NOTE:

- Supplied color guidance should meet all SWOP specifications with 5%, 25%, 50%, 75%, 95%, and 100% CMYK control patches.
- Proofs must be provided at 100% size with crop marks.
- Color laser proofs are not acceptable for color guidance on press. If an acceptable proof is not supplied, an EPSON Color Proof will be generated at an additional cost to the advertiser and followed on press within SWOP standards.
- For more information on SWOP standards and acceptable proofs visit www.swop.org.

2-COLOR SPACE

Rates are predicated on black plus one color. When the second color is a spot color, Chicago magazine will produce the color using a combination of CMYK. Please convert spot colors to 4/C process on your own if possible. **Spot colors cannot be expected to match exactly with their CMYK equivalent.**

Pantone (PMS), Metallic-like, and Day-Glo inks are available at an extra cost.

PRODUCTION REMINDERS

- All spread ads should be prepared as two individual bleed pages. (See full page bleed dimensions)
- Please convert all RGB images and spot colors to CMYK.
- Ads created in an unacceptable format can not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. Chicago magazine can not be responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, Chicago magazine can not guarantee the reproduction of the ad.

	Width	Height
Full Page Bleed	8.25 in.	10.75 in.
Trim	8.0 in.	10.5 in.
Live Area (safety*)	7.5 in.	10.0 in.
Full Page (non-bleed)	7.0 in.	9.875 in.
2/3 Page (vertical only)	4.625 in.	9.875 in.
1/2 Page Vertical	4.625 in.	7.375 in.
1/2 Page Horizontal	7.0 in.	4.875 in.
1/3 Page Vertical	2.25 in.	9.875 in.
1/3 Page Horizontal	4.625 in.	4.875 in.
1/4 Page Vertical	2.25 in.	7.375 in.
1/4 Page Horizontal	4.625 in.	3.625 in.
1/6 Page Vertical	2.25 in.	4.875 in.
1/6 Page Horizontal	4.625 in.	2.375 in.
1/12 Page Horizontal	2.25 in.	2.375 in.

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space. *SAFETY: All live matter should be 1/4" from the trim size on all four sides. Chicago magazine can not be responsible for any information or live matter placed outside the safety that is trimmed or cut off.

PLEASE SEND ALL MATERIALS TO:
Attn: Jennifer Jezler
 Chicago magazine—Production Department
 435 N. Michigan, Suite 1100
 Chicago, IL 60611 (312) 832-6749

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications, contact Jennifer Jezler at (312) 832-6749. For inquiries about inserts please call Vickie Bales, Production Director at (312) 832-6748.