

ADVERTISING REQUIREMENTS

The Chicago Tribune Magazine is produced digitally for the rotogravure printing process.

DIGITAL SPECIFICATIONS:

The Chicago Tribune supports & requests the following:
Digital files produced from a **MACINTOSH-BASED PLATFORM ONLY.**

PREFERRED FORMAT:

Quark Ver.5

Supply native Quark files. Submit ad on disk/CD. Submit a full size (100%) digital color proof of ad. Use only Adobe fonts.

- Other Macintosh native desktop application files can be supported also, but Quark is preferred.
- Advertising material prepared on a PC is **NOT recommended.**

PLEASE NOTE: Supplied film separations will not be accepted.

HARD COPY PROOFS:

Color Ads

For color accuracy, a high-end digital contact proof must be provided for each four-color process page. We recommend that all proofs conform to SWOP standards.

B&W Ads

A laser proof may be used as press guidance for line art and text-only pages or pages where accurate half-tone reproduction is not necessary. For pages where accurate half-tone reproduction is absolutely necessary, the press guidance materials must conform to the same standards as outlined above for color ads.

SUPPLYING NATIVE DESKTOP APPLICATION FILES:

Document Preparation: Supply native page layout application files for the Macintosh platform. QuarkXPress is preferred.

LAYOUT APPLICATION:

- Remove extra colors within the application files that are not being used, and make certain that colors you have used are designed correctly for printing in CMYK process mode. This must be done for all included artwork.
- Never use predefined "hairline" rules in desktop applications. Hairlines vary in width between applications and output devices. Define your own hairline width rule no less than .50 point for both surprint and reverse. Avoid screening or printing hairline rules in multiple colors.
- Do not create vignettes in QuarkXPress. Please create vignettes in a graphic/image application.
- When possible, use the "Collect for Output" function to gather all files.
- A complete printout of what is contained on the supplied disk(s) must accompany each shipment.

IMAGES AND GRAPHICS:

- Include all live scan and artwork images that have been placed as artwork in your page layout files. The original illustration application files should also be provided.
- It is recommended that the scan resolution of supplied images be between 250 dpi to 350 dpi.
- All images and graphics must be high-resolution composite CMYK process.
- Please do not use low-resolution position scans and/or DCS files.
- Save complicated graphics and images with clipping paths at a flatness of at least 2.
- Cropping, scaling and rotation of images should always be performed in an image editing application like Photoshop rather than the layout application (Quark). Always crop to the smallest possible area before using a clip path, then be sure to save the file in EPS format with the clipping path included.
- Scan density should not exceed the specifications of 360% total density for the gravure process. Maximum density for mono illustrations cannot exceed 97%. The guaranteed minimum printing tone is 5%.

FONTS:

- Please supply copies of all screen and printer fonts used in page layout and within EPS supplied artwork.
- It is recommended that you use only Adobe fonts in your documents. TrueType fonts should not be used.
- Surprint type should not be finer than .004" at the finest part of the character or rule. The surrounding tone value must be light enough to ensure legibility.
- Reverse imagery and type must be legible in the final print. The surrounding tone value must be dark enough to ensure legibility. The finest part of the reverse character or rule should measure no less than .007".
- Use stylized fonts rather than style attributes on basic fonts. Never use outline, shadow, underline, or strikethrough styles because they image differently depending on the output resolution. Do not use standard bold and italic application shortcuts.

PAGE SIZE:

The Chicago Tribune Sunday Magazine page size requirements are:

- Full Bleed: 9-3/4 x 11-3/4 (Image area required to bleed)
- Full Page Trim Size: 9-1/2 x 11-1/2 (Final trimmed size of magazine)
- Type/Image "Safe Area": 9 x 11 (All type should fall in this area)
- For partial page ad sizes, please see the available Chicago Tribune Magazine Mechanical Requirement spec sheet.

ADVERTISING CONTACT:

Patti Sullivan – Advertising Manager
Chicago Tribune Magazine
435 N. Michigan Avenue, Room 200
Chicago, IL 60611
312/222-2703
Fax: 312/222-3935
email: pgsullivan@tribune.com

PRODUCTION CONTACT:

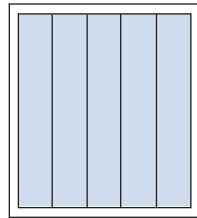
Send all material to:
Donna Saunders – Ad Production Coordinator
312/222-4603
Chicago Tribune Magazine
435 N. Michigan Avenue, Room 200
Chicago, IL 60611

DIGITAL SPECIFICATIONS CONTACTS:

Herb Bailey, 312/222-2645
Thomas Gruzlewski, 312/222-3797
Chicago Tribune, Imaging Systems
435 N. Michigan Ave, Room 200
Chicago, IL 60611

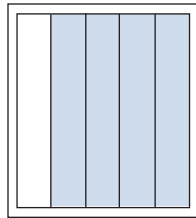
SIZE REQUIREMENTS

Full Page # 1



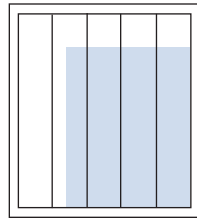
Non-Bleed: 9" x 11"
Trim: 9-1/2" x 11-1/2"
Bleed: 9-3/4" x 11-3/4"

4/5 Page # 2



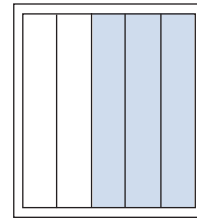
Non-Bleed: 7-1/8" x 11"
Trim: 7-3/8" x 11-1/2"
Bleed: 8-5/8" x 11-3/4"

Junior Page # 3



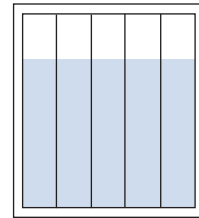
Non-Bleed:
 6-5/8" x 9-1/2"
 3-1/2 col. x 9-1/2"

3/5 Page(V) # 4



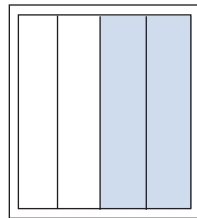
Non-Bleed: 5-5/16" x 11"
Trim: 5-9/16" x 11-1/2"
Bleed: 5-13/16" x 11-3/4"

3/5 Page(H) # 5



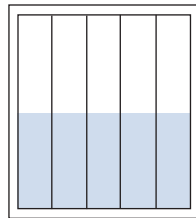
Non-Bleed: 9" x 6-3/4"
Trim: 9-1/2" x 7"
Bleed: 9-3/4" x 7-3/16"

1/2 Page(V) # 6



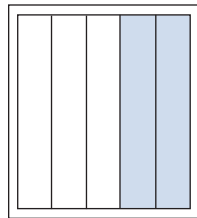
Non-Bleed: 4-3/8" x 11"
 4 column format only
Trim: 4-5/8" x 11-1/2"
Bleed: 4-7/8" x 11-3/4"

1/2 Page(H) # 7



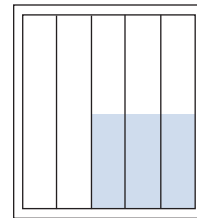
Non-Bleed: 9" x 5-1/2"
Trim: 9-1/2" x 5-3/4"
Bleed: 9-3/4" x 6-1/16"

2/5 Page(V) # 8



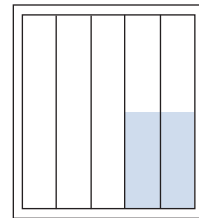
Non-Bleed: 3-1/2" x 11"
Trim: 3-3/4" x 11-1/2"
Bleed: 4" x 11-3/4"

1/3 Page # 9



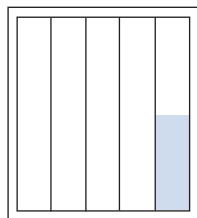
Non-Bleed: 5-5/16" x 5-1/2"

1/5 Page(H) # 11



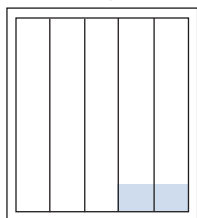
Non-Bleed: 3-7/16" x 5-1/2"

1/10 Page(V) # 12



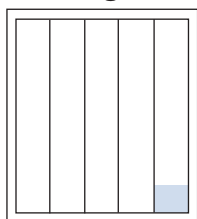
Non-Bleed: 1-5/8" x 5-1/2"
 No color available

1/10 Page(H) # 13



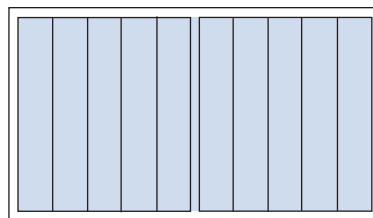
Non-Bleed: 3-7/16" x 2-11/16"
 No color available

1/20 Page # 14



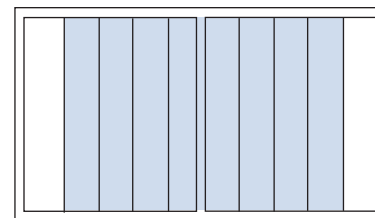
Non-Bleed: 1-5/8" x 2-11/16"
 No color available

Double Truck # 15



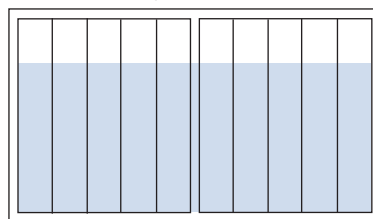
Non-Bleed: 18-1/2" x 11"
 Gutter bleed only
Trim: 19" x 11-1/2"
Bleed: 19-1/4" x 11-3/4"
 1/4" Gutter safety

Two 4/5 Page # 16



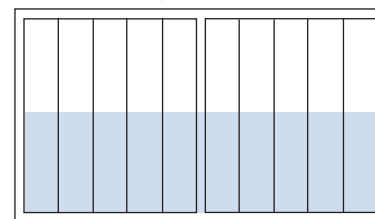
Non-Bleed: 14-1/2" x 11"
Trim: 14-1/2" x 11-1/2"
Bleed: 14-1/2" x 11-3/4"
 1/4" Gutter safety

Two 3/5 Page(H) # 17



Non-Bleed: 18-1/2" x 6-3/4"
Trim: 19" x 7"
Bleed: 19-1/4" x 7-3/16"
 1/4" Gutter safety

Two 1/2 Page(H) # 18



Non-Bleed: 18-1/2" x 5-1/2"
Trim: 19" x 5-3/4"
Bleed: 19-1/4" x 6-1/16"
 1/4" Gutter safety