

# DIGITAL REQUIREMENTS

## SUBMITTING AD MATERIALS

There are two ways to submit your advertising materials to *Chicago* magazine:

### #1 SEND DISK WITH PROOF (TO PROVIDE COLOR GUIDANCE ON PRESS)

#### CD, DVD or Flash Drives accepted:

Along with the disk please provide contact info, issue date or insertion order, advertiser name, agency name, **plus an 'acceptable' proof.**

Please review the **ACCEPTABLE PROOFS** section below.

Disks will be returned if requested.

### #2 UPLOAD AD FILES (MUST AGREE TO DISCLAIMER)

Prepare your ad file(s) then upload to our ad upload site:

**adupload.chicagomag.com**

To upload your final ad you must agree to disclaimer (see ad upload site for more details).

Multiple files must be put into a .zip or .sit archive.

## Preferred File Format: PDF-X 1a

Alternate File Formats Accepted: **Native Application Files (MAC ONLY) Adobe CS4 (Illustrator, InDesign, Photoshop) or Quark Express 8.1**

**PC USERS MUST PROVIDE HI RES PDF-X 1/a or a PRESS READY PDF. WE DO NOT SUPPORT NATIVE PC APPLICATION FILES.**

### PLEASE NOTE:

- PDF files should contain only 4-color process images (CMYK).
- *Chicago* magazine is not responsible for PDF files prepared incorrectly.

**Image Requirements:** All images for ads should be color corrected and provided at or above our minimum resolution requirement of 266 dpi. Image files should be CMYK and in .tif, .eps, or .jpg file format.

## ACCEPTABLE PROOFS

**Black & White Ads:** A laser print is requested

**Color Ads:** SWOP Certified\* contract level proofs are required for color guidance on press. **Color laser & ink jet proofs will only be used for content checking and will not serve as color guidance on press.** If a SWOP certified proof is not supplied, *Chicago* magazine cannot guarantee the color reproduction of your ad.

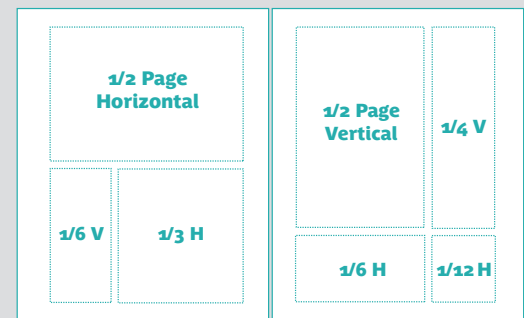
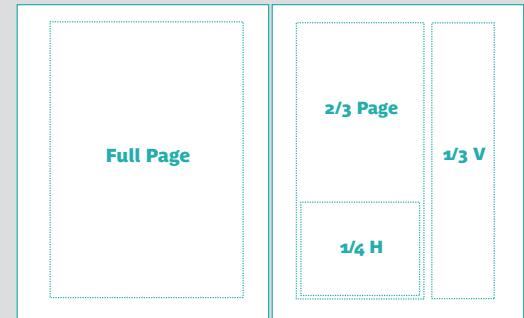
\*For more information on SWOP standards and acceptable proofs, please visit [www.swop.org](http://www.swop.org) or [www.idealliance.org](http://www.idealliance.org).

## SPOT COLORS

**Pantone (PMS), Metallic, and Day-Glo inks are available at an extra cost, but must be requested in advance.** Otherwise, *Chicago* magazine will convert all spot colors (ie. Pantone) to CMYK. Please convert spot colors to 4/C process on your own if you wish to manage the color conversion. **Spot colors cannot be expected to exactly their CMYK equivalent.**

## PRODUCTION REMINDERS

- We prefer that **TWO PAGE SPREADS** are prepared as **two separate full page ads to ensure proper bleed.** (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
<b>Full Page: Bleed</b>	8.25 in.	10.75 in.
<b>Trim</b>	8.0 in.	10.5 in.
<b>Live Area</b>	7.5 in.	10.0 in.
<b>Full Page: Non-Bleed</b>	7.0 in.	9.875 in.
<b>2/3 Page (vertical only)</b>	4.625 in.	9.875 in.
<b>1/2 Page Vertical</b>	4.625 in.	7.375 in.
<b>1/2 Page Horizontal</b>	7.0 in.	4.875 in.
<b>1/3 Page Vertical</b>	2.25 in.	9.875 in.
<b>1/3 Page Horizontal</b>	4.625 in.	4.875 in.
<b>1/4 Page Vertical</b>	2.25 in.	7.375 in.
<b>1/4 Page Horizontal</b>	4.625 in.	3.625 in.
<b>1/6 Page Vertical</b>	2.25 in.	4.875 in.
<b>1/6 Page Horizontal</b>	4.625 in.	2.375 in.
<b>1/12 Page Horizontal</b>	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 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.

# AD MATERIALS CHECKLIST



CONTACT INFO:

**ADVERTISER** .....

MATERIALS PROVIDED BY:

**NAME** .....

**AGENCY** .....

**ADDRESS** .....

**PHONE** .....

CHICAGO MAGAZINE SALES REPRESENTATIVE: .....

**DIGITAL AD MATERIALS PROVIDED ON:**

CD/DVD     Flash Drive     Other .....

RETURN DISK  
(Self-addressed envelope included for disk's return)

**FILE FORMAT:**

PDF-X1/a     Press Ready PDF (CMYK, images 266 dpi or higher)

NATIVE APPLICATION FILE\*\* (Mac format)

All images, logos, fonts, etc. are included on the disk

Quark Xpress  
Version 8.1 or below

Adobe InDesign  
CS4 or below

Photoshop  
CS4 or below

Adobe Illustrator  
CS4 or below

\*\* If your ad file is NOT in one of these formats, and you cannot convert your file into a format listed above, please contact Jennifer Jezler in Production at 312-832-6749 to discuss your options.

**ANY OTHER COMMENTS/CONCERNS YOU WOULD LIKE US TO BE AWARE OF:**

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

**PLEASE CHECK THE FOLLOWING:**

- A disk map has been included to indicate files contained on the provided disk.
- All image files are in CMYK color mode.
- All spot colors have been converted to CMYK.
- All image files have an effective resolution of at least 266 dpi. If not, I am aware that my images may appear blurry and/or pixelated.
- A proof of the ad has been provided.

Type of proof: .....

SWOP Certified (ie. KODAK Approval, Fuji, EPSON) proofs requested for color guidance on press.

If your ad is being created by Chicago magazine, please send all artwork (photos, logos, text) to your Sales Representative along with instructions describing how you would like your ad to look. All photos should be provided digitally on disk at an effective resolution of no less than 266 dpi, or the original photograph or transparency must be included.