

# Chicago FASHION

## Digital Requirements

PROVIDED BY THE PRODUCTION DEPARTMENT

### MEDIA & FILE FORMATS

Preferred **Media** Format: **CD ROM\***

**ADS NOT ACCEPTED VIA EMAIL—A CD WITH ACCEPTABLE PROOFS IS REQUIRED**

\* Along with CD please provide two Acceptable Proofs, the Issue Date, Advertiser, Agency Name, Phone Number, Contact Person, Disk Content Map, and Ad Name/#. CD's will not be returned unless self addressed packaging is included.

Preferred **File** Format: **TIFF/IT or 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, TIFF/IT or a PDF FOR PRINT.**

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

*Chicago* magazine is not 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 MUST BE PROVIDED**

**Black & White Ads:** Laser Print or Velox.

**Color Ads:** Press Proofs, Kodak Approvals, or EPSON Proofs are required for color guidance on press. (2 sets)

#### PLEASE NOTE:

- Supplied color guidance must meet all SWOP specifications with 5%, 25%, 50%, 75%, 95%, and 100% CMYK control patches.
- Proofs must be provided at 100% size with cropmarks
- 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.

### 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 all spot colors to 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

**Additional Production Charges for the Advertiser may result if the below guidelines are not followed.**

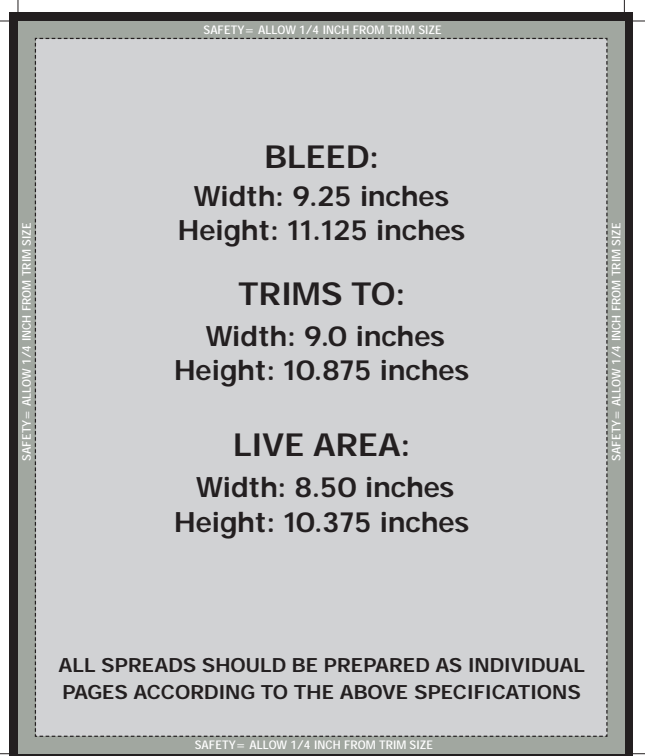
- We cannot "pick-up" existing ads from *Chicago* magazine to run in the Fashion Book.
- All spread ads should be prepared as two individual bleed pages. (See full page bleed dimensions)
- Do NOT send JPEG or GIF files. Do NOT send files in RGB. All spot colors should be converted to CMYK.
- All ads created in any unacceptable format will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. *Chicago* magazine is not responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, *Chicago* magazine will not guarantee the reproduction of the ad.

#### 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.**



All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space at advertisers' expense.

\***SAFETY:** All live matter should be 1/4" from the trim size on all four sides. *Chicago* magazine is not responsible for any information or live matter placed outside the safety that is trimmed or cut off.