

# CHICAGO MAGAZINE

## SUPPLEMENTAL INSERTS

### PREFERRED FILE FORMAT: PDF/X-1A

Alternate File Formats Accepted: **Native Application Files (MAC ONLY)**  
**Adobe InDesign CS6 (Illustrator, Photoshop CS5) or Quark Express 8.1**

**PC USERS MUST PROVIDE HI RES PDF/X-1a 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.

There is no implied guarantee for color reproduction, missing images, fonts, type, incorrect sizes, prices or dates. While Publisher will make every effort to catch possible errors, this is to acknowledge *Chicago* magazine (i.e. Publisher) will not be held liable for any mistakes, omissions or color shifts in the printed magazine. All advertisements submitted to Publisher are accepted only upon the express condition that the Advertiser and Agency each agrees to hold harmless and defend the Publisher, its printer(s), and all participating publisher(s) against any and all claims arising out of or relating to copy, copyrights, trademark, or other material in any advertisement that may be illegal, unauthorized, or damaging in any way to any person or legal entity.

### PRODUCTION NOTES

- **We prefer that SPREADS are prepared as two separate full-page ads to ensure proper bleed.** (See full-page bleed dimensions)
- Color proofs are not required.
- Please convert all RGB images and spot colors to CMYK.
- Spot colors are available at an additional cost.
- Ads created in an unacceptable format cannot be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. *Chicago* magazine cannot be responsible for any errors in content.

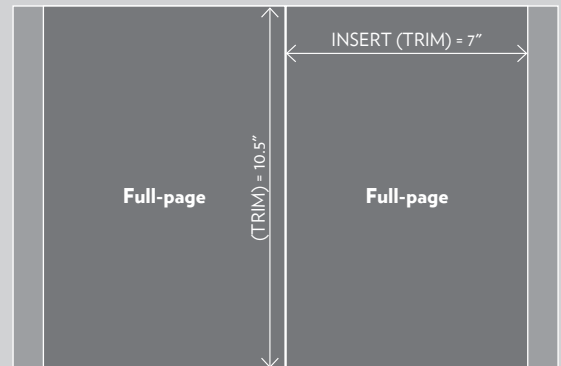
#### TO UPLOAD YOUR FILE GO TO

<http://upload.chicagotribune.com/addrop>

Contact your *Chicago* magazine account manager with any questions.

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.

Supplemental Inserts are printed on a heavier and brighter paper stock than the rest of *Chicago* magazine. They are saddle-stitched and inserted into the magazine via a magna strip (i.e. the insert is fixed with removable glue to a cardboard carrier).



### AD SIZES AVAILABLE

	Width	Height
<b>Full Page: Bleed</b>	7.25 in.	10.75 in.
<b>Trim</b>	7.0 in.	10.5 in.
<b>Live Area*</b>	6.5 in.	10.0 in.
<b>Full Page: Non-Bleed</b>	6.25 in.	9.875 in.

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### QUESTIONS?

**PLEASE CONTACT YOUR  
CHICAGO MAGAZINE  
ACCOUNT MANAGER**

or email Jennifer Jezler at  
[jjezler@chicagomag.com](mailto:jjezler@chicagomag.com)

**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.