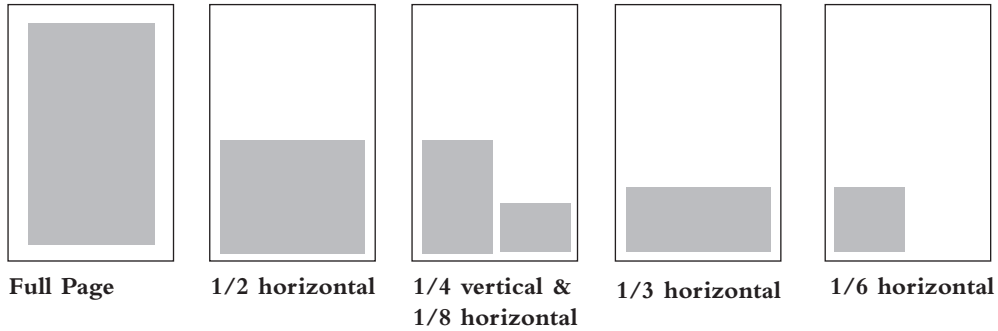




# City of Lake Forest Sesquicentennial Commemorative Book

AD SIZES • FOR 4/COLOR AND B&W ADS



## Deadlines:

Space: July 5, 2011  
 Materials: July 11, 2011  
 Publication: August 1, 2011

	Width	Depth
Full page, bleed	8.5"	10.75"
Full page, trim*	8.25"	10.5"
Full page, non-bleed	7.25"	9.5"
*Live area is 7.5" x 9.5". Publisher assumes no responsibility for any photo or copy that extends outside of 7.5" x 9.5" live area if copy or photo should get trimmed off.		
1/2 page horizontal	7.25"	4.625"
1/4 page vertical	3.5"	4.625"
1/8 page horizontal	3.5"	2.25"
1/3 page horizontal	7.25"	3"
1/6 page horizontal	3.5"	3"

300 D.P.I., 133 Line Screen

300% maximum density on 4/C color ads.

Maximum tone density for black and white halftones, 170%;  
 second color, 70%

Acceptable digital ad formats on separate sheet.

Submit on CD with all native files, fonts, and linked files.

Printout of ad for reference must accompany disk.

**Emailed pdfs will only be accepted after discussion with Production. Call Michelle Zebleckis at 847-770-4631 or Tanya Osika at 847-770-4635.**

(Publisher accepts no responsibility for reproduction of emailed ad materials.)

Send ad materials to:

Performance Media  
 3453 Commercial Ave.  
 Northbrook, IL 60062

Attention: Michelle Zebleckis and Tanya Osika, Production  
 (847) 770-4631 (847) 770-4635

performance media