



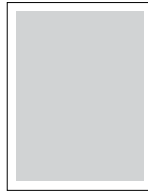
# LYRIC OPERA OF CHICAGO

## ADVERTISING SPECIFICATIONS CMYK COLOR OR BLACK & WHITE



### FULL PAGE, WITH BLEED

Bleed Size  
9.5" W x 12.25" H  
Trim Size  
9.25" W x 12" H  
Live Area  
8" W x 11" H



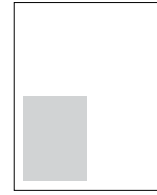
### FULL PAGE, NON-BLEED

8" W x 11" H



### 1/2 PAGE HORIZONTAL

8" W x 5.375" H



### 1/4 PAGE VERTICAL

3.875" W x 5.375" H

### PRODUCTION DATES & DEADLINES

Publication Dates:  
Reservation Deadlines:  
Camera-Ready Art Deadlines:

#### SPRING EDITION

Late May, 2008  
April 10, 2008  
April 21, 2008

#### FALL EDITION

Late September, 2008  
August 11, 2008  
August 20, 2008

### PREFERRED FILE FORMAT IS PDFX1A

#### Page Layout

The document must be saved in a format compatible with Macintosh (*QuarkXPress 7.0, InDesign CS3, Adobe Illustrator CS3, Photoshop CS3, Acrobat 8.0 or lesser programs*). All PDF documents must be X1A-compliant with all fonts embedded or all text converted to outlines. All colors must be CMYK (*Spot or PMS colors are not permitted*). Do not use trapping. All images must be at high resolution. *An 1/8" bleed beyond the trim size must be included on all full page bleed ads, include register marks not touching the bleed.* Colors used in the document must be created as CMYK colors with process separation "on" in QuarkXPress or as CMYK swatches in Illustrator or InDesign.

#### Fonts

All screen and printer fonts must be included or all type must be "created as outlines." (Fonts embedded in graphics also must be included.)

#### Art

Art must be saved in one of the following formats: EPS, TIFF, PSD (Photoshop), or AI (Illustrator).

#### Proofs

Please provide a full-size laser that clearly shows text and graphics and exactly matches the supplied document. If the ad is full-color, a SWOP (*such as Kodak Approval, Fuji, Iris, or Rainbow etc.*) must be provided. (*A Fiery or color laser is NOT adequate*). **If a color SWOP proof is not provided, we are not responsible for the color reproduction of your ad.**

#### Line Screen & Density

300 DPI is the acceptable standard. Line Screen is 150. Do not exceed 300% maximum density on full-color color ads. Do not exceed 170% tone density for black-and-white halftone.

#### File Delivery

Please send artwork via e-mail or post via FTP software such as Transmit, Cyberduck, or Fetch.

BY E-MAIL

Judie Katz/Lyric Opera of Chicago  
jkatz@lyricopera.org

BY FTP UPLOAD

SERVER: ftp.classic-color.com

USERNAME: LOnews PASSWORD: Lyric08

Lyric Opera News