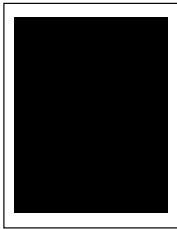
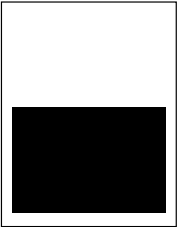


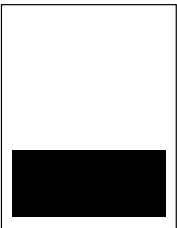
## AD SIZES



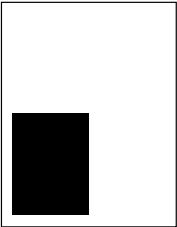
Full Page



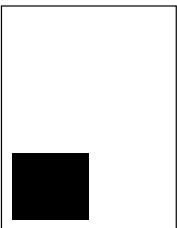
1/2 Page



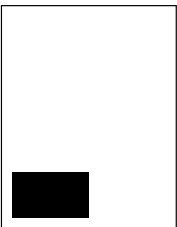
1/3 Page



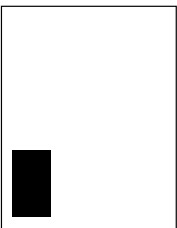
1/4 Page



1/6 Page



1/8 Page



1/12 Page

# ADVERTISING SPECIFICATIONS

## STANDARD MAGAZINE 8.25"X10.5"

**Auditorium Theatre**  
**Chicago Botanic Garden Members Magazine/Program\***  
**Chicago Philharmonic Orchestra Program**  
**LUMA**  
**Lyric Opera of Chicago Program (see below for Lyric Opera News)**  
**Ravinia Magazine\***  
**Ravinia Preview Magazine**

|   | Width | Height |
|---|-------|--------|
| Full page, trim                                 | 8.25" | 10.5"  |
| Full page, bleed<br>(add 0.125" on all 4 sides) | 8.5"  | 10.75" |
| Full page, non-bleed (live area)                | 7.25" | 9.5"   |

\*IFC & page 1 SPREADS must have 1/8" common image on each page, for a total of 1/4" (unless the files have no true crossover image), plus a full 1/4" bleed on each side. (5/14/14)

|                                  |       |         |
|----------------------------------|-------|---------|
| 1/2 page horizontal (landscape)  | 7.25" | 4.625"  |
| 1/3 page horizontal (landscape)  | 7.25" | 3"      |
| 1/4 page vertical (portrait)     | 3.50" | 4.625"  |
| 1/6 page horizontal (landscape)  | 3.50" | 3"      |
| 1/8 page horizontal (landscape)  | 3.50" | 2.1875" |
| 1/12 page horizontal (landscape) | 3.50" | 1.4375" |

## DIGEST 5.375"X8.125"

**Citadel Theater**  
**Do North**  
**Footlights**  
**Grant Park Music Festival**  
**Harris Theater Millennium Park Residents**  
**Harris Theaters Family Fun Guide**  
**Kohl Children's Museum Guide**  
**Lyric Opera of Chicago, Millennium Park Program**  
**The Merchandise Mart International Antique Fair**  
**One of a Kind Show & Sale Chicago**  
**Randolph Street Market Festival Guide**  
**Ravinia Family Fun Program**

|   | Width  | Height |
|---|--------|--------|
| Full page, trim                                 | 5.375" | 8.125" |
| Full page, bleed<br>(add 0.125" on all 4 sides) | 5.625" | 8.375" |
| Full page, non-bleed (live area)                | 4.625" | 7.625" |
| 1/2 page horizontal (landscape)                 | 4.625" | 3.75"  |
| 1/3 page horizontal (landscape)                 | 4.625" | 2.375" |
| 1/4 page vertical (portrait)                    | 2.25"  | 3.75"  |
| 1/6 page vertical (portrait)                    | 2.25"  | 2.375" |
| 1/8 page horizontal (landscape)                 | 2.25"  | 1.75"  |
| 1/12 page horizontal (landscape)                | 2.25"  | 1.125" |

## SLIMJIM 5.375"X10.75"

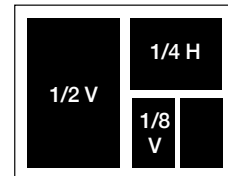
**Harris Theater Presents**  
**Lake Forest Symphony**

|   | Width   | Height |
|---|---------|--------|
| Full page, trim                                 | 5.375"  | 10.75" |
| Full page, bleed<br>(add 0.125" on all 4 sides) | 5.625"  | 11"    |
| Full page, non-bleed (live area)                | 4.875"  | 10.25" |
| 1/2 page horizontal (landscape)                 | 4.875"  | 5"     |
| 1/3 page horizontal (landscape)                 | 4.875"  | 3.25"  |
| 1/4 page vertical (portrait)                    | 2.3125" | 5"     |
| 1/6 page vertical (portrait)                    | 2.3125" | 3.25"  |
| 1/8 page vertical (portrait)                    | 2.3125" | 2.375" |
| 1/12 page horizontal (landscape)                | 2.3125" | 1.5"   |

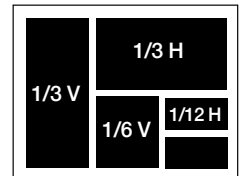
## HORIZONTAL 10.5"X8.25"

**Chicago Wedding & Party Resource**  
**DreamHome**

|   | Width   | Height |
|---|---------|--------|
| Full page, trim                                 | 10.5"   | 8.25"  |
| Full page, bleed<br>(add 0.125" on all 4 sides) | 10.75"  | 8.5"   |
| Full page, non-bleed (live area)                | 9.5"    | 7.25"  |
| 1/2 page vertical (portrait)                    | 4.625"  | 7.25"  |
| 1/3 page horizontal (landscape)                 | 6.25"   | 3.5"   |
| 1/3 page vertical (portrait)                    | 3"      | 7.25"  |
| 1/4 page horizontal (landscape)                 | 4.625"  | 3.5"   |
| 1/6 page vertical (portrait)                    | 3"      | 3.5"   |
| 1/8 page vertical (portrait)                    | 2.1875" | 3.5"   |
| 1/12 page horizontal (landscape)                | 3"      | 1.625" |



1/2 Vertical (portrait)  
 1/4 Horizontal (landscape)  
 1/8 Vertical (portrait)



1/3 Vertical (portrait)  
 1/3 Horizontal (landscape)  
 1/6 Vertical (portrait)  
 1/12 Horizontal (landscape)

Publisher assumes no responsibility for any photo or copy that extends outside of live area if copy or photo should get trimmed off.

**Performance Media can design your ad for you.**  
**Please ask your sales representative for details.**

performance media

A Division of Gail McGrath & Associates, Since 1991

[www.performancemedia.us](http://www.performancemedia.us)

3453 Commercial Avenue, Northbrook, IL 60062

main 847.770.4620 | production 847.770.4635 or 4631 | fax 847.498.1540

# SUBMITTING DIGITAL ADS

To ensure the quality and timeliness of our publications, Performance Media requires camera-ready materials. This means that art and copy are ready to be placed directly into a layout via digital files with no alterations necessary, and that they are ready for production.

## TO SEND MATERIALS

### UPLOAD FILES TO OUR FTP SITE

Prepare your ad file(s) then upload to our webdrop at:  
<http://www.performancemedia.us/webdrop>  
**Username: Book Password: W2K3q4**

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

### Preferred File Format: PDF-X 1/a

PDF documents must be x1a compliant with embedded fonts and CMYK colors. PDF files must contain only 4-color process images (CMYK). **NO SPOT COLORS. NO RGB IMAGES.**

PC users must provide HI-RES PDF-X 1/a or a Press Quality PDF. WE DO NOT SUPPORT NATIVE PC APPLICATION FILES.

- Bleed ads must have 1/8" bleed added on all 4 sides beyond the trim size of the ad.
- All live matter should be 1/4" in from the trim on all four sides. Publisher cannot be responsible for any information or live matter placed outside the safety area that is trimmed or cut off.
- 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.
- Publisher does not accept emailed ads.

### Alternate File Format:

**Adobe CC (Illustrator, InDesign, Photoshop), or Quark Express 10** or lower with all fonts and linked files included.

All images provided for ads should be final, color corrected, high-resolution (\*see below) CMYK files. Hi-res images should not be scaled more than 115% to maintain image quality.

\*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%.

### Naming Convention:

File name must include advertiser name, publication, issue, and today's date, using underscores to separate the information. For example:

**Advertisername\_RAVINIA\_WRAP2\_013017.indd**  
**Advertisername\_HTP\_SpringWrap\_013017.pdf**  
**Advertisername\_LOC\_Issue1\_013017.ai**

## PRODUCTION REMINDERS

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

Publisher is not responsible for PDF files prepared incorrectly.

RGB, low rez JPEG or GIF files will not be accepted.

Ads created in any unacceptable format will not be accepted and need to be recreated and resubmitted.

All submitted ads must be prepared to print as is.

Publisher is not responsible for any errors in content in Camera Ready Materials.

**Publisher is not responsible for shifts in color from RGB or Spot to CMYK color conversions.**

**If files are prepared improperly, mechanical requirements are not met, and a SWOP proof is not provided, Publisher will not guarantee the reproduction of the ad.**

### PRODUCTION CHARGES

Late ads \$115 per day; reuploaded ads \$500; replated ads \$800

Reminder: Performance Media can design your ad for you. Please ask your sales representative for details.

**For any questions regarding materials, specs, deadlines, digital requirements, etc., please contact Production at 847-770-4635 or -4631. We thank you for advertising with us.**

performance media  
..... Since 1991

Advertising: Gail McGrath, 847-770-4621  
Production: 847-770-4635  
3453 Commercial Ave., Northbrook, IL 60062  
[www.performancemedia.us](http://www.performancemedia.us)