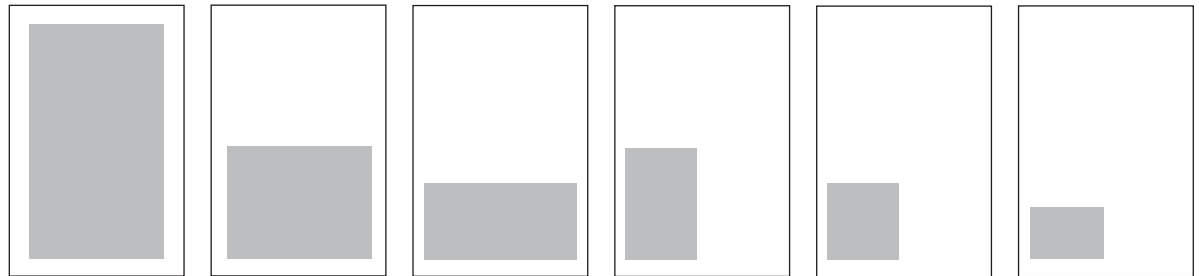


2008 Randolph Street Market Festival

AD SIZES • FOR 4/COLOR AND B&W ADS



Full Page 1/2 horizontal 1/3 horizontal 1/4 vertical 1/6 horizontal 1/8 horizontal

2008 Deadlines:

Space: April 9
Materials: April 23
Publication: May 24

Space: May 14
Materials: May 28
Publication: June 28

Space: June 11
Materials: June 25
Publication: July 26

Space: July 16
Materials: July 30
Publication: August 30

Space: August 13
Materials: August 27
Publication: September 27

Space: September 10
Materials: September 24
Publication: October 25

	Width	Depth
Full page, trim*	5.625"	8.625"
Full page, bleed	5.75"	8.75"
*(Live area is 4.5" x 7.5")		
Full page, non-bleed	4.5"	7.5"
1/2 page horizontal	4.5"	3.625"
1/3 page horizontal	4.5"	2.375"
1/4 page vertical	2.125"	3.625"
1/6 page horizontal	2.125"	2.375"
1/8 page horizontal	2.125"	1.75"

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, linked files.
Printout of ad for reference must accompany disk.

**Emailed pdfs will only be accepted after discussion with
Production Director. Call Cathy Kiepura at 847-770-4623.**

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

Send ad materials to:
Performance Media
3453 Commercial Ave.
Northbrook, IL 60062

Attention: Cathy Kiepura, Production Director
(847) 770-4623

performance media

3453 Commercial Ave., Northbrook, IL 60062
847/770-4621