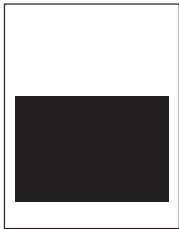


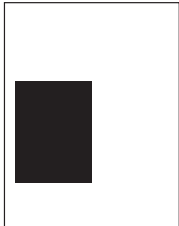
AD SIZES



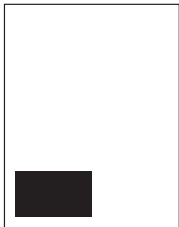
Full Page



1/2 Page



1/4 Page



1/8 Page

ADVERTISING SPECIFICATIONS

STANDARD MAGAZINE 8.25" X 10.5"

Art Institute of Chicago Members Magazine
(full page, 1/2 page, or 1/4 page only)
Auditorium Theatre
Chicago Botanic Garden Members Magazine/Program*
Chicago Philharmonic Orchestra Program
Chicago Wedding & Party Resource
Loyola University Museum of Art (LUMA)
Lyric Opera of Chicago Program
Ravinia Magazine*
Ravinia Steans Program

	Width	Height
Full page, trim	8.25"	10.5"
Full page, bleed (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"
1/4 page vertical (portrait)	3.50"	4.625"
1/8 page horizontal (landscape)	3.50"	2.1875"

DIGEST 5.25" X 8.25"

Citadel Theater
Do North
Forest Preserves of Cook County
Grant Park Music Festival
Kohl Children's Museum Guide
Lake Forest Symphony
Lyric Opera of Chicago, Millennium Park Program
One of a Kind Show & Sale Chicago
Randolph Street Market Festival Guide
Ravinia Family Fun Program

	Width	Height
Full page, trim	5.25"	8.25"
Full page, bleed (add 0.125" on all 4 sides)	5.5"	8.5"
Full page, non-bleed (live area)	4.75"	7.75"
1/2 page horizontal (landscape)	4.625"	3.75"
1/4 page vertical (portrait)	2.25"	3.75"
1/8 page horizontal (landscape)	2.25"	1.75"

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.**

Naming Convention:

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

For example:

Advertisername_HTP_SpringWrap_103017.pdf

- Proofs must be provided at 100% size with cropmarks.
- Publisher does not accept emailed ads.
- 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

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.
 - Set crop marks to .125" from trim to avoid crop marks appearing in trim area.
- 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) 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_CWPR_Fall2018_061118.pdf
Advertisername_RAVINIA_WRAP2_041518.indd
Advertisername_LOC_Issue1_083018.ai

PRODUCTION REMINDERS

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

All publications are printed in 4-Color process. PMS colors are considered a 5th color and charged to the advertiser as a 5th color.

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;
replaced 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