

# DIGITAL REQUIREMENTS

# HOME Chicago + GARDEN

## MEDIA & FILE FORMATS

Preferred **Media** Format: **CD or DVD**

Along with the disk please provide two acceptable proofs, a disk content map, and contact information. This includes the issue date, advertiser, agency name, contact person, phone number, and ad name/#. Disks will not be returned unless requested.

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

Alternate **File** Formats Accepted: **Native Application Files (MAC ONLY) Adobe CS2 (Illustrator, InDesign, Photoshop) or Quark Express 6.5**

**PC USERS MUST PROVIDE HI RES PDF-X 1/a or a Press Quality PDF.**

PDF files must contain only 4-color process images (CMYK). *Chicago* magazine can not be responsible for PDF files prepared incorrectly.

**Image Requirements:** All images provided for ads should be final, color corrected, hi-resolution (300 dpi) CMYK files. TIFF or EPS file type recommended. Hi-res images should not be scaled more than 115% to maintain image quality.

## ACCEPTABLE PROOFS

**TWO (2) SETS OF PROOFS SHOULD BE PROVIDED**

**Black & White Ads:** Laser Print (2)

**Color Ads:** SWOP Certified proofs are requested for color guidance on press. (i.e., Kodak Approval, Fuji, Epson)

### PLEASE NOTE:

- Supplied color guidance should meet all SWOP specifications with 5%, 25%, 50%, 75%, 95%, and 100% CMYK control patches.
- Proofs should be provided at 100% size with cropmarks.
- Color laser proofs are not acceptable for color guidance on press. If an acceptable proof is not supplied, an EPSON Color Proof will be generated at an additional cost to the advertiser and followed on press within SWOP standards.
- For more information on SWOP standards and acceptable proofs visit [www.swop.org](http://www.swop.org).

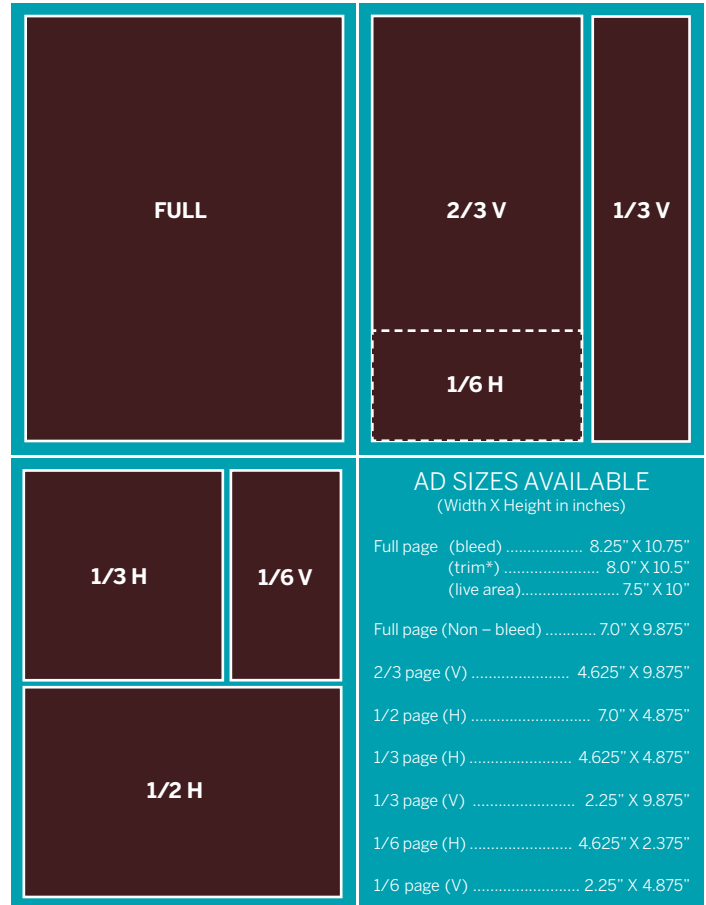
## 2 – COLOR SPACE

Rates are predicated on black plus one color. When the second color is a spot color, *Chicago* magazine will produce the color using a combination of CMYK. Please convert spot colors to 4/C process on your own if possible.

**Spot colors cannot be expected to match exactly with their CMYK equivalent. Pantone (PMS), Metallic-like, and Day-Glo inks are available at an extra cost.**

## PRODUCTION REMINDERS

- All spread ads should be prepared as two individual bleed pages. (See full page bleed dimensions)
- Please convert all RGB images and spot colors to CMYK.
- Ads created in an unacceptable format can not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. *Chicago* magazine can not be responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, *Chicago* magazine can not guarantee the reproduction of the ad.



**\*SAFETY:** From the trim size, keep live matter 1/4" from trim on all four sides. Ads must conform to these dimensions. **In the event they do not, the ad will be reduced or enlarged to fit designated space.**

**PLEASE SEND ALL MATERIALS TO:**

**Jennifer Jezler**

*Chicago* magazine – Production  
435 N. Michigan Ave., Suite 1100  
Chicago, IL 60611  
312-832-6749

For inquiries about inserts please call:  
Vickie Bales, Production Director,  
312-832-6748

# ADMATERIALSCHECKLIST

# HOME Chicago + GARDEN

CONTACT INFO:

**ADVERTISER** \_\_\_\_\_

MATERIALS PROVIDED BY:

**NAME** \_\_\_\_\_

**AGENCY** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**PHONE** \_\_\_\_\_

CHICAGO MAGAZINE SALES REPRESENTATIVE: \_\_\_\_\_

**DIGITAL AD MATERIALS PROVIDED ON:**

**CD**     **DVD**     **Other** \_\_\_\_\_

**RETURN DISK**  
(Self-addressed envelope included for disk's return)

**File Format:**

**PDF-X1/a**     **Press Ready PDF** (CMYK/300 dpi images)

**NATIVE APPLICATION FILE\*\*** (Mac format)

All images, logos, fonts, etc. are included on the disk

**Quark Xpress**     **Adobe InDesign**     **Photoshop**  
(circle one)                      CS3 or below                      TIFF or EPS format only  
Version 7.2 or below

Version 6.5     **Adobe Illustrator**  
Version 5 or below    (circle one)  
CS3 or below  
Version 10 or below

**PLEASE CHECK THE FOLLOWING:**

A disk map has been included to indicate files contained on the provided disk

All image files are in CMYK color mode

All spot colors have been converted to CMYK

**All image files have an effective resolution of at least 266 dpi.** If not, I am aware that my images may appear blurry and/or pixelated.

**A proof of the ad has been provided.**

Type of proof: \_\_\_\_\_

*SWOP Certified (ie. KODAK Approval, Fuji, EPSON) proofs requested for color guidance on press.*

\*\* If your ad file is NOT in one of these formats, and you cannot convert your file into a format listed above, please contact Jennifer Jezler in Production at 312-832-6749 to discuss your options.

**ANY OTHER COMMENTS/CONCERNS YOU WOULD LIKE US TO BE AWARE OF:**

\_\_\_\_\_  
\_\_\_\_\_

**PLEASE SEND ALL COMPLETED DIGITAL AD FILES TO:**

Chicago magazine  
Attn: Jennifer Jezler  
435 N. Michigan Avenue  
Suite 1100  
Chicago, IL 60611  
312-832-6749

**If your ad is being created by Chicago magazine, please send all artwork (photos, logos, text) to your Sales Representative** along with instructions describing how you would like your ad to look. All photos should be provided digitally on disk at an effective resolution of no less than 266 dpi, or the original photograph or transparency must be included.