

ad sizes

full page ad

trim size: 5.25"w x 7.25"h

bleed size: 5.5"w x 7.5"h (.125" all sides)

live area: 4.75"w x 6.75"h

(.25" inside of trim size to insure that no important information is cut off in the event of a miss-cut)



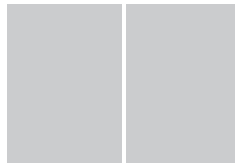
two page spread

trim size: 10.5"w x 7.25"h

bleed size: 10.75"w x 7.5"h (.125" all sides)

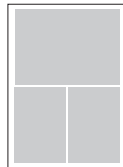
live area: 10"w x 6.75"h, .5" gutter safety

(.25" inside of trim size on each page to insure that no important information is cut off in the event of a miss-cut)



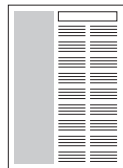
half page horizontal

trim size: 4.625"w x 3.33"h (no safety)



quarter page

trim size: 2.25"w x 3.33"h (no safety)



third page vertical listing ad

trim size: 1.75"w x 6.75"h (no safety)



sixth page vertical listing ad

trim size: 1.75"w x 3.33"h (no safety)

terms

- We request an accurate color digital proof to be provided with all artwork. If neither color nor B/W proof is provided, we cannot be responsible for variance in color, font substitution, or shifting of image position. We will do everything in our control to match a provided color proof but cannot take responsibility for reasonable color variance.
- All media submitted is considered non-returnable. Only returnable by FedEx Account Number provided or pickup by local messenger.
- SCENE Magazine reserves the right to refuse advertisements
- **Advance payment required for new advertisers, Payment Terms are PIA (Payment in Advance)**
- **All ads received after the 15th of the month will be charged a \$200 late fee**
- **A signed contract must be received by Chicago Scene before an ad may run**

deadlines

reservation deadline: 5th of each month*

artwork deadline: 10th of each month*

(*or next business day if on weekend)

file submission specs

file types: pdf, tiff, & jpeg

resolution: 300dpi

mode: cmyk

line screen: 175 lpi

max ink density: 200%

mode: cmyk

contact: scout - 312.587.3474 x104

email: scout@chicago-scene.com

mail: chicago scene | attn: production
233 E. Erie, suite 603 | chicago, illinois 60610

ftp: chicago-scene.com/ftp.html

file sizes

Please note that file sizes can reflect the print quality of a JPEG. Most high resolution images will be between 1 and 2 mb in size. If you have questions about the print readiness of your ad, please contact your designer with the above specs, or Scout at Scout@chicago-scene.com

creative director

scout

312.587.3474 x104

scout@chicago-scene.com