

## ad sizes

### full page ad

**trim size:** 5.25"w x 7.25"h

**bleed size:** 5.75"w x 7.75"h (.25" 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)



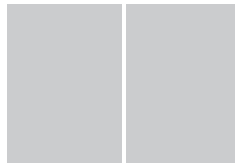
### two page spread

**trim size:** 10.5"w x 7.25"h

**bleed size:** 11"w x 7.75"h (.25" all sides)

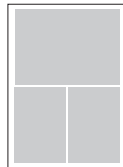
**live area:** 10"w x 6.75"h, .5" gutter safety

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



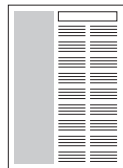
### half page horizontal

**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

- **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**
- **Cancelations after the 15th of the month will be charged full ad rate**
- **A signed contract must be received by Chicago Scene before an ad may run**
- 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

## 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 x1a, pdf x4, tiff, & jpeg

**resolution:** 300dpi

**mode:** cmyk

**line screen:** 150 lpi

**max ink density:** 300%

**best rich black value:** 40 C, 30 M, 30 Y, 100 B

**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