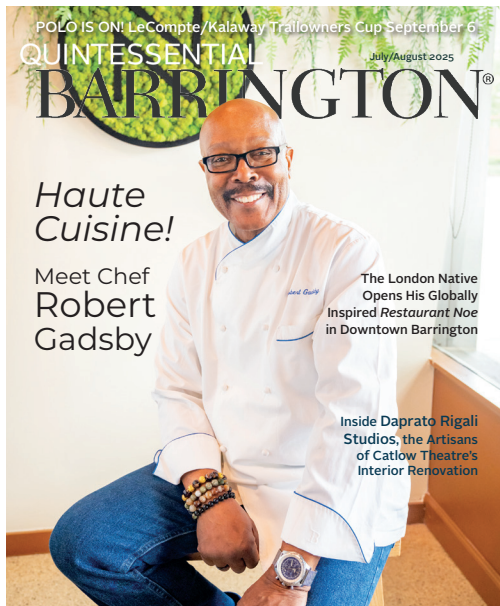


# QUINTESSENTIAL BARRINGTON®



## ADVERTISER SUPPORT 2026

Ad Deadlines  
Technical Specs  
Design Tips  
Customer Service



# QUINTESSENTIAL BARRINGTON®

## 2026 AD RESERVATIONS & DEADLINES

<b>JANUARY/FEBRUARY</b> HEALTH & WELLNESS	<b>MARCH/APRIL</b> HOME & GARDEN	<b>MAY/JUNE</b> ARTS & CULTURE
Space Reservation <b>November 25, 2025</b> Ad Artwork Completed <b>December 2, 2025</b>	Space Reservation <b>January 27, 2026</b> Ad Artwork Completed <b>February 2, 2026</b>	Space Reservation <b>March 27, 2026</b> Ad Artwork Completed <b>April 1, 2026</b>
<b>JULY/AUGUST</b> MOVERS & MAKERS	<b>SEPTEMBER/OCTOBER</b> BACK TO SCHOOL	<b>NOVEMBER/DECEMBER</b> HOLIDAY SEASON
Space Reservation <b>May 29, 2026</b> Ad Artwork Completed <b>June 1, 2026</b>	Space Reservation <b>July 31, 2026</b> Ad Artwork Completed <b>August 3, 2026</b>	Space Reservation <b>September 30, 2026</b> Ad Artwork Completed <b>October 1, 2026</b>

## Building an Effective Ad

### QB Tips

- Position your business strategically and make clear what you do or offer. If you need help, let us know.
- Use clear, high-res images that reflect your brand's look and personality.
- Avoid overuse of black backgrounds or large black banners in your ad. White space is more attractive and elegant.
- Include a call-to-action & special incentives to drive interest and conversions.
- Add a QR code with a call-to-action to guide users to your website.
- Avoid clutter-use short headlines & simple language to quickly grab attention.
- Avoid color fonts on a similar color background, as they are hard to read for some people.

# QUINTESSENTIAL BARRINGTON®

## PRODUCTION SPECIFICATIONS

### Mechanical Specifications:

**Magazine Page/Trim Size:** 9" x 10.875"

**Printing Method:** Web Offset

**Ink:** Four-Color Process (**no spot colors**)

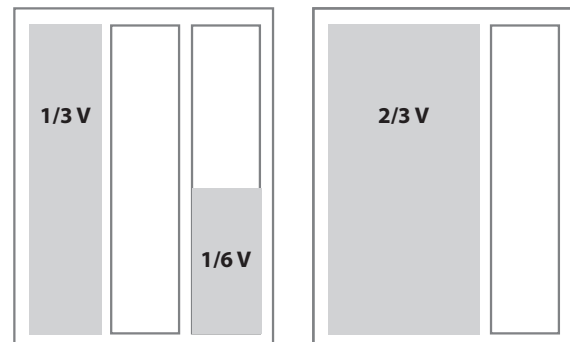
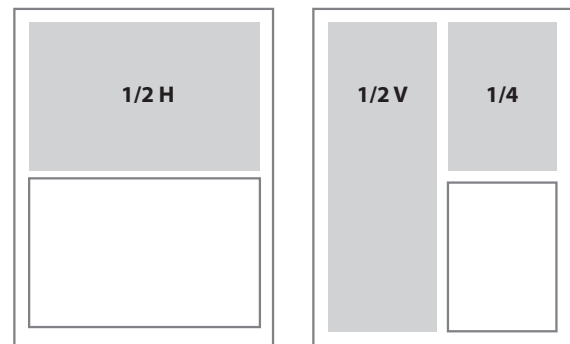
**Binding:** Perfect Bound

**Paper:** Cover printed on 80-lb. coated offset, UV-coated;  
text printed on 60-lb. text

**For bleed ads only:** Add a bleed to your artwork if the design extends to the edge of the page. If all of your text and images are in the center of the design and are surrounded by a plain white background, adding a bleed is not necessary. Preferred bleed size is 0.25 inch (1/4") on all four sides of the document.

### Ad Sizes Without Bleed:

<b>Document</b>	<b>(width x height)</b>
Full-Page	9" x 10.875"
2-Page Spread	18" x 10.875"
2/3 page vertical	5.00" x 9.62"
1/2 page horizontal	7.75" x 4.70"
1/2 page vertical	3.75" x 9.62"
1/3 page vertical	2.45" x 9.62"
1/4 page vertical	3.75" x 4.70"
1/6 page vertical	2.45" x 4.70"



### Important Design Tips to Consider:

- Margins should not extend beyond the trim area. Margins will create a safe zone for your content. (see next page)
- Design elements like text - i.e. contact information, QR Codes, and logos must fit inside safe zone.
- Final artwork should be exported as a **PDF**. Include trim, crop, and bleed marks. **Do NOT include color bars or registration marks.**
- Color mode for final artwork: **CMYK**
- Design elements that are 100% black and are larger than 1 square inch should use a **CMYK recipe of 40-40-30-100**.
- Final artwork should be **300 dpi at the physical size it will be printed**. Artwork not at the desired resolution will be returned for a higher resolution copy.

**Your timely response during the production process is very valuable. Please review your spam folder for messages.**

### Contact Us

To reserve your ad space, contact **Lisa:**

**Phone: 847-381-3860**

**Email: [Lisa@QBarrington.com](mailto:Lisa@QBarrington.com)**

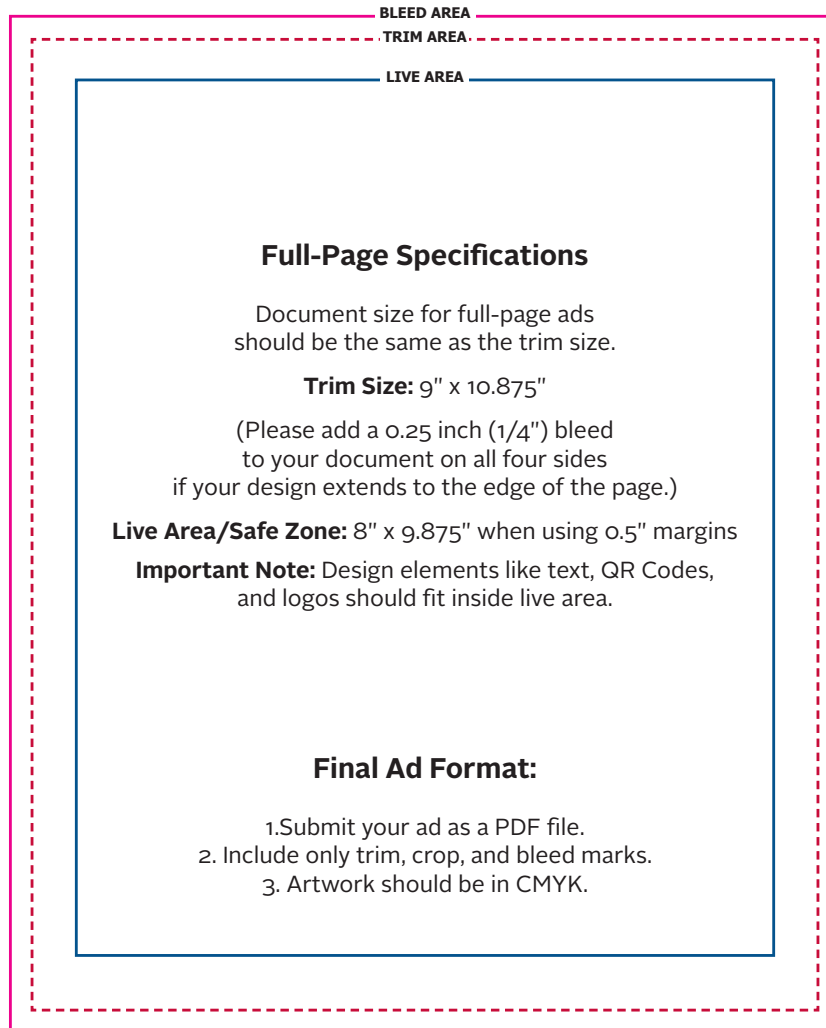
Send files & graphic elements to **Kim:**

**Phone: 847-381-3860**

**Email: [Production@QBarrington.com](mailto:Production@QBarrington.com)**

# QUINTESSENTIAL BARRINGTON®

## PRODUCTION SPECIFICATIONS



### Photos & Logo

- Resolution: 300 dpi
- File type: .tif, .eps, .png
- Color mode: CMYK only
- No JPEG compression

### Fonts - Readability is key!

- Embed all fonts in your final PDF file to ensure accurate reproduction during printing.
- If you're unsure whether fonts are properly embedded, we recommend converting all text to outlines before exporting your final PDF.

### Color Guidelines - CMYK is Your Friend!

- Convert files to **CMYK** before submitting. Files in RGB will be converted (be aware colors may shift).
- We recommend avoiding the use of black as a background in your ad. If you must use black, please use the CMYK color recipe.

**Black CMYK recipe:**  
**C=40, M=40, Y=30, K=100**

**Double-Check Your Ad Before Submitting!** Please review everything carefully for accuracy: spelling, addresses, phone numbers, QR codes, and logos.

**Questions?** Call or Kim at 847-381-3860, [Production@QBarrington.com](mailto:Production@QBarrington.com)