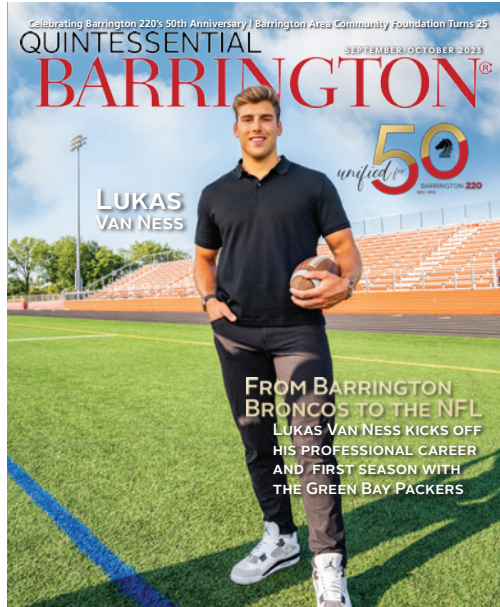


QUINTESSENTIAL BARRINGTON®



ADVERTISER SUPPORT KIT 2027

Ad Deadlines
Technical Specs
Design Tips
Customer Service



2027 AD RESERVATIONS & DEADLINES

JANUARY/FEBRUARY

*Health and Wellness
Med Spas and Aesthetics
Wealth & Tax Advisors*

Space Reservation
November 30, 2026

Ad Artwork Completed
December 4, 2026

MARCH/APRIL

*Home and Garden
Interior Design
Senior Living*

Space Reservation
January 27, 2027

Ad Artwork Completed
February 5, 2027

MAY/JUNE

*Home improvement
Outdoor Living
Senior Living*

Space Reservation
March 28, 2027

Ad Artwork Completed
April 5, 2027

JULY/AUGUST

*Shop Local Barrington
Med Spas & Aesthetics
Health and Fitness*

Space Reservation
May 31, 2027

Ad Artwork Completed
June 4, 2027

SEPTEMBER/OCTOBER

*Seasonal Home Services
Senior Living
Financial Advisors*

Space Reservation
July 31, 2027

Ad Artwork Completed
August 6, 2027

NOVEMBER/DECEMBER

*Shop Local Barrington
Holiday Gifts/Retail
Health & Beauty*

Space Reservation
September 30, 2027

Ad Artwork Completed
October 5, 2027

What Our Advertisers Are Saying...



"Thank you Quintessential Barrington Magazine!"

My goal is to let the Barrington area community know everything The Arb has to offer and QB is the perfect platform to do that. It's a wonderful publication that is community centered and very well received by it's readers. Thank you for your partnership QB."

— **Stacy Kallas**
Senior Director of Marketing
The Arboretum of South Barrington
Heidner Properties



It's all fun!
It's all at *The Arb!*

The Arboretum
OF SOUTH BARRINGTON

Contact: To reserve your ad space, contact Lisa at Lisa@QBarrington.com
or call, C: 847-217-3220, O: 847-381-3860, Qbarrington.com

QUINTESSENTIAL BARRINGTON®

The Voice of Barrington • QBarrington.com

Ad Sizes and Specifications

Mechanical Specifications:

Magazine Page/Trim Size: 9" x 10.875"

Printing Method: Web Offset

Ink: Four-Color Process (CMYK)
(no spot, nor RGB colors)

Binding: Perfect Bound

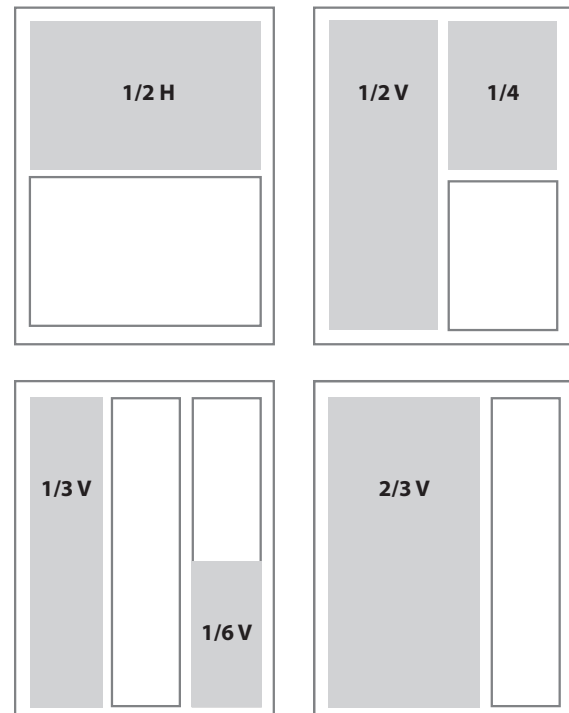
Paper: Cover printed on 80-lb. coated offset,
UV-coated; text printed on 60-lb. text

Ad Sizes Without Bleed:

<u>Document</u>	<u>(width x height)</u>
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"

For bleed ads (visual on next page):

Include a bleed if your design extends to the edge of the page. If all text and images remain within the center of the layout and are surrounded by a white background, a bleed is not necessary. The preferred bleed size is 0.25" (1/4") on all four sides of the document.



Ad Submission Final Checklist

Before submitting, please confirm:

- Correct ad dimensions and bleed settings
- Images are 300–600 dpi
- All items are in CMYK (no RGB)
- Fonts are outlined or embedded
- Double check your Links and QR code
- PDF exported using PDF/X-1a or Press Quality settings
- Crop, trim, and bleed marks included (no color bars or registration marks)
- All critical content remains within the live area (safe area)

Contact Us

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

Phone: 847-381-3860

Email: Lisa@QBarrington.com

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

Phone: 847-381-3860

Email: Production@QBarrington.com

QUINTESSENTIAL BARRINGTON®

The Voice of Barrington • QBarrington.com

Full Ad Page Visual

BLEED AREA

TRIM SIZE (Document Size)

LIVE AREA (Safe Area)

Full-Page Ad Specifications

Document Size

The trim size for full-page ads is: 9" x 10.875"

- If your design extends to the edge of the page, add a 0.25" (1/4") bleed on all four sides of the document.

Live Area (Safe Area)

The safe area for full-page ads is: 8" x 9.875"; this is using 0.5" margins

- Important design elements — including all text, QR codes, and logos — should remain within the live area (safe area).

Final Ad Requirements

1. Submit artwork as a PDF file.
2. Include only trim, crop, and bleed marks.
3. All ads and artwork must be created in CMYK color space.

Ad Production Questions?

Call or email Kim
at 847-381-3860
Production@QBarrington.com



The Voice of Barrington • QBarrington.com

Ad Production Specifications

QB is produced for both print and digital publications. Please review the following specifications carefully before submitting artwork.

File Creation & Software

- Preferred applications: Adobe Creative Suite (InDesign, Illustrator, Photoshop).
- Microsoft Word and PowerPoint files are not recommended for final production artwork.
- Canva files are accepted only when exported as a high-quality flattened PDF ("Print" PDF).
- Resolution for all raster images (ie. Photoshop) should be 300–600 dpi at final print size.
- Do not enlarge raster artwork beyond 125%, as image quality may degrade.
- Convert fonts to outlines whenever possible to reduce font compatibility issues.

File Submission

- Preferred file format: PDF/X-1a
- If PDF/X-1a is unavailable, use the Press Quality or High Quality Print PDF preset.
- Files must be submitted at actual print size.
- Crop marks and bleeds are required for artwork extending to the edge of the page.
- Keep all critical content — including text, QR codes, logos, and contact information — at least 0.5" inside the trim size (safe area).
- Final artwork should be submitted in CMYK color mode. Do not use RGB.
- Large areas of solid black (larger than 1 square inch) should use a rich black: C:40 M:40 Y:30 K:100

Using Canva

While Adobe Creative Suite is preferred, Canva files are accepted under the following conditions:

- Export artwork as a flattened "Print PDF" for final submission.
- If possible, also provide a scalable vector graphic (.svg) file with "Transparent Background" selected.
- Ensure all artwork is created at the correct final size with proper bleed settings applied.
- All images used in Canva should be high resolution (300 dpi recommended).
- Convert RGB colors to CMYK whenever possible before export to help maintain color accuracy in print.
- Verify that all fonts, images, and elements export correctly, as some Canva effects may not reproduce accurately in print production.

Note: Certain export options, including SVG and transparent backgrounds, may only be available with Canva Pro, Teams, or Enterprise accounts.

Hyperlinks & QB Digital Edition

- Ads may include up to two complimentary hyperlinks for the digital edition.
- Hyperlinks may include websites, email addresses, or social media links.
- QR codes should be supplied at high resolution and tested prior to submission.

Continued on Next Page

Need Assistance? Ad design and creative services are available.

Your timely response during the production process is greatly appreciated.

QUINTESSENTIAL BARRINGTON®

The Voice of Barrington • QBarrington.com

Ad Production Specifications

Logos & Vector Artwork

- Logos and illustrations should be created as vector artwork whenever possible.
- Preferred vector file formats: .ai, .eps, .svg, Press-quality PDF
- Vector artwork ensures sharp reproduction at any size and is strongly preferred for logos, icons, line art, and illustrations.
- Avoid using low-resolution web graphics or screenshots.
- If linked images are used in Illustrator files, please embed the images or include all linked assets.
- When possible, provide both editable vector artwork and a print-ready PDF.

Photos

Preferred Photo File Types

- High-resolution CMYK .tif or .tiff files
- Minimum resolution: 300 dpi at final printed size
- Place images at 100% as often as possible. Scaling of images will change the printing resolution. If you do enlarge or reduce limit this to 125% enlargement or 75% reduction.
- Avoid using low-resolution web graphics or screenshots.

Color

- All items should use the CMYK (cyan, magenta, yellow, black) color space
- Do not use spot colors; Do not use RGB colors
- Spot colors should be converted to CMYK unless previously approved.
- Large solid black areas should be avoided
- Avoid using extremely light color tints below 10%, as they may not reproduce consistently in print.

Fonts

- All fonts should be embedded in the PDF or converted to outlines before submission.
- OpenType and PostScript fonts are preferred.
- Avoid using faux bold, faux italic, or missing font substitutions.
- Minimum recommended font size: 6 pt for light backgrounds and 8 pt for reverse (white) text on dark backgrounds
- For best readability, avoid placing small text over busy images or patterned backgrounds.
- Black text under 20 points, should be in pure black — 100% black only (C:0 M:0 Y:0 K:100)
- Headlines over 20 points can be comprised of a “rich” black (C:60, M:40, Y:40, K:100)

Need Assistance? Ad design and creative services are available.



QBarrington.com