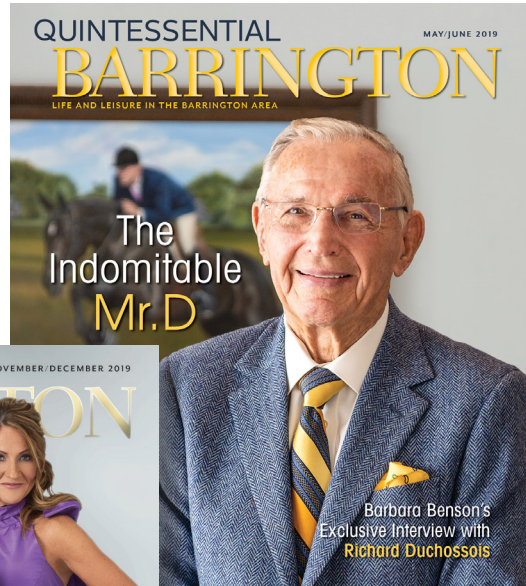QUINTESSENTIAL
BARRINGTON

2021–2022 MEDIA KIT

ADVERTISING SCHEDULE

SEPTEMBER/OCTOBER 2020 ISSUE
Space Reservation: July 27, 2020   •   Ad Deadline: August 3, 2020

NOVEMBER/DECEMBER 2020 ISSUE
Space Reservation: September 25, 2020   •   Ad Deadline: October 1, 2020

JANUARY/FEBRUARY 2021 ISSUE
Space Reservation: November 23, 2020   •   Ad Deadline: December 1, 2020

MARCH/APRIL 2021 ISSUE
Space Reservation: January 29, 2021   •   Ad Deadline: February 5, 2021

MAY/JUNE 2021 ISSUE
Space Reservation: March 26, 2021   •   Ad Deadline: April 2, 2021

JULY/AUGUST 2021 ISSUE
Space Reservation: May 28, 2021   •   Ad Deadline: June 4, 2021

SEPTEMBER/OCTOBER 2021 ISSUE
Space Reservation: July 30, 2021   •   Ad Deadline: August 6, 2021

NOVEMBER/DECEMBER 2021 ISSUE
Space Reservation: September 27, 2021   •   Ad Deadline: October 1, 2021

JANUARY/FEBRUARY 2022 ISSUE
Space Reservation: November 24, 2021   •   Ad Deadline: December 3, 2021

MARCH/APRIL 2022 ISSUE
Space Reservation: January 28, 2022   •   Ad Deadline: February 4, 2022

MAY/JUNE 2022 ISSUE
Space Reservation: March 25, 2022   •   Ad Deadline: April 1, 2022

JULY/AUGUST 2022 ISSUE
Space Reservation: May 27, 2022   •   Ad Deadline: June 3, 2022

SEPTEMBER/OCTOBER 2022 ISSUE
Space Reservation: July 29, 2022   •   Ad Deadline: August 5, 2022

NOVEMBER/DECEMBER 2022 ISSUE
Space Reservation: September 26, 2022   •   Ad Deadline: October 3, 2022

QUINTESSENTIAL
BARRINGTON

Mechanical Specifications:

Magazine Page/Trim Size: 9" x 10.875"

Ad Sizes:

2-Page Spread Bleed Ad   *(width x depth)*
Bleed Size   18.5" x 11.375"
Trim Size: 18" x 10.875"
LiveArea: 17" x 9.875"
(Gutter safety for text is .1875" either side of the gutter)

Full-Page Bleed Ad   *(width x depth)*
Bleed Size   9.5" x 11.375"
(This allows for 1/4" bleed around trim size on all four sides.)
Trim Size: 9" x 10.875"
LiveArea: 8" x 9.875"
Notes: *Build file positioning bleed, trim, live dimensions center on center of each other.* ***Type and logos must fit inside live area.*** *Please include trim and bleed crop marks.*

Full-Page NON-Bleed Ad   *(width x depth)*
Ad Size: *8" x 9.875"*

Non-Bleed   *(width x depth)*
2/3 page vert: 5.00" x 9.62"
1/2 page horiz: 7.75" x 4.70"
1/2 page vert: 3.75" x 9.62"
1/3 page vert: 2.45" x 9.62"
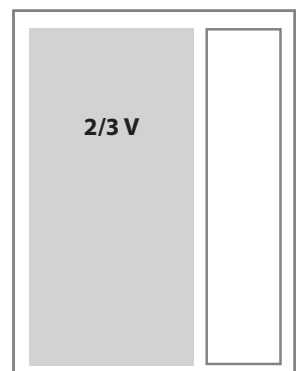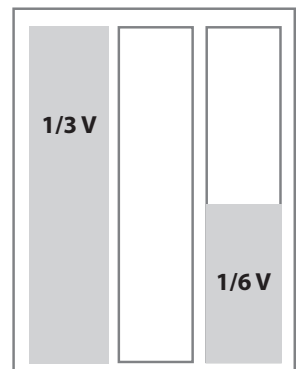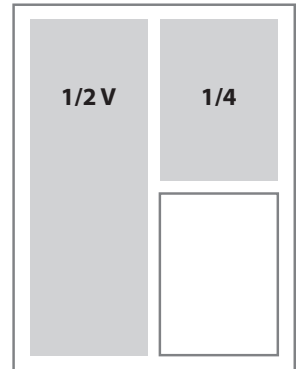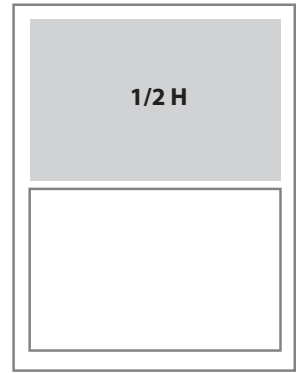1/4 page vert: 3.75" x 4.70"
1/6 page vert: 2.45" x 4.70"

General Specifications:

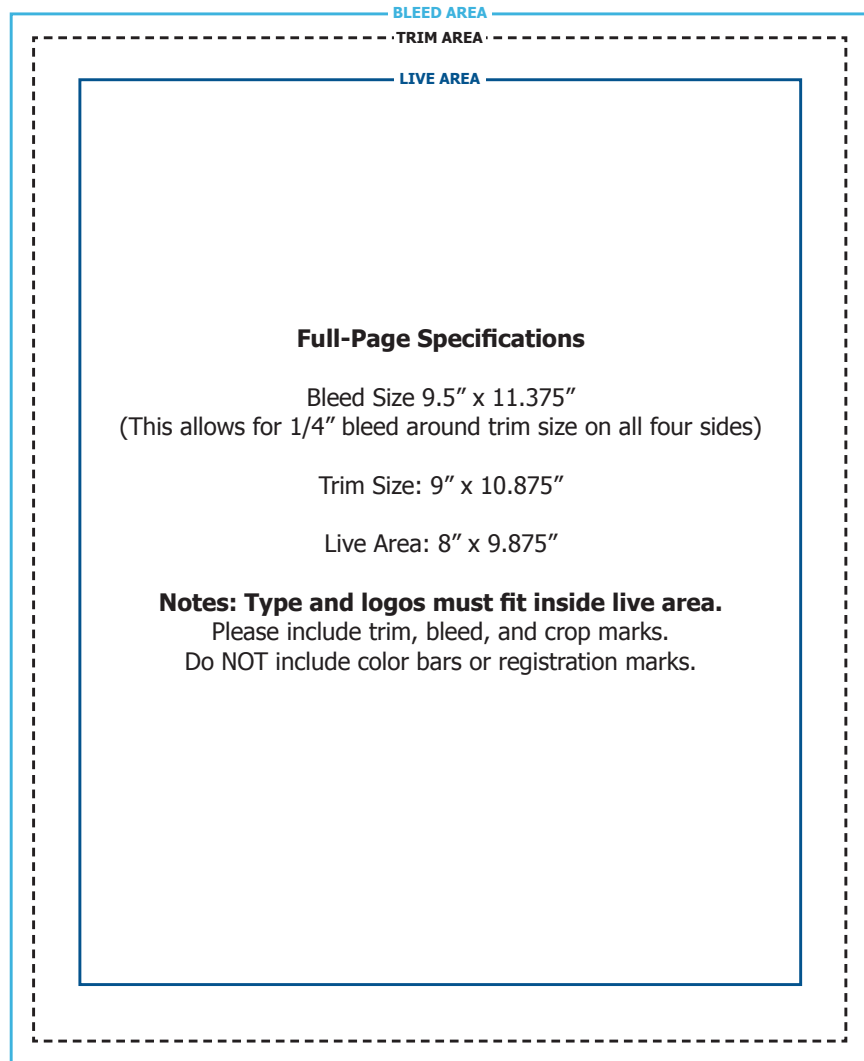**Printing Method:** Web Offset **| Ink:** Four-Color Process **(no spot colors)**;
Binding: Perfect Bound
Paper: Cover printed on 80-lb. coated offset, UV-coated; text printed on 60-lb. text

QUINTESSENTIAL BARRINGTON

BLEED AREA
TRIM AREA
LIVE AREA

Full-Page Specifications

Bleed Size 9.5" x 11.375"
(This allows for 1/4" bleed around trim size on all four sides)

Trim Size: 9" x 10.875"

Live Area: 8" x 9.875"

Notes: Type and logos must fit inside live area.
Please include trim, bleed, and crop marks.
Do NOT include color bars or registration marks.

Digital Ad Specifications

Preferred Applications: Ad layouts created using either Adobe InDesign or Adobe Illustrator.® PDF/X1-a files are preferred. We do NOT accept: Publisher, Pages, PowerPoint, QuarkXPress, Microsoft Word files for ads. Please provide all supporting GRAPHICS, PHOTOS and FONTS. Please DO include crop and bleed marks. Please DO NOT add color bars or registration marks in your artwork.

Photos: 300 dpi @ actual size; CMYK color model; .tif or .eps format; no JPEG compression. Ads designed in-house will be proofed with a Xerox color printer, to be used for content only. A more color-accurate SWOP proof can be provided for $25 upon request.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only (C=0,M=0,Y=0,K=100). Type smaller than 8 point with fine serifs should be avoided.

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made a solid CMYK color.
Do not produce black text as a CMYK color. Select black only. When using large areas of black please use CMYK 40-40-30-100.

Color Mode: Ads should be converted to CMYK prior to submission. Ads received in RGB color will be converted to CMYK. Slight color shifts may occur.

Fonts: When submitting application files, include screen and printer fonts. On illustrations, it is recommended to convert text to outline; note that outlined text cannot be altered.