

QUINTESSENTIAL BARRINGTON®



ADVERTISER SUPPORT 2024

Ad Deadlines
Technical Specs
Design Tips
Customer Service



RESERVATIONS & DEADLINES 2024

JANUARY/FEBRUARY 2024

Space Reservation: November 24, 2023
Ad Artwork Completed: December 1, 2023

MARCH/APRIL 2024

Space Reservation: January 24, 2024
Ad Artwork Completed: February 3, 2024

MAY/JUNE 2024

Space Reservation: March 26, 2024
Ad Artwork Completed: April 3, 2024

JULY/AUGUST 2024

Space Reservation: May 29, 2024
Ad Artwork Completed: June 3, 2024

SEPTEMBER/OCTOBER 2024

Space Reservation: July 29, 2024
Ad Artwork Completed: August 2, 2024

NOVEMBER/DECEMBER 2024

Space Reservation: September 27, 2024
Ad Artwork Completed: October 1, 2024

JANUARY/FEBRUARY 2025

Space Reservation: November 25, 2024
Ad Artwork Completed: December 2, 2024

To reserve your ad space, please contact **Lisa**.

Phone: 847-381-3860 or **Email: Lisa@QBarrington.com**

Please send all files and graphic elements to **Rick**.

Phone: 847-381-3860 or **Email: Production@QBarrington.com**

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.

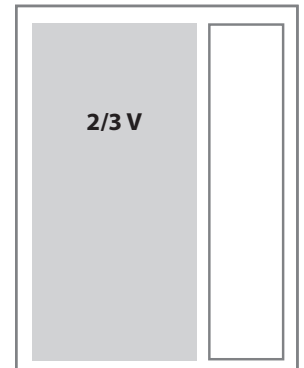
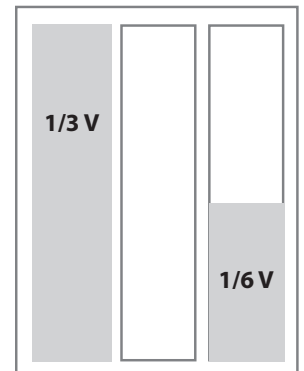
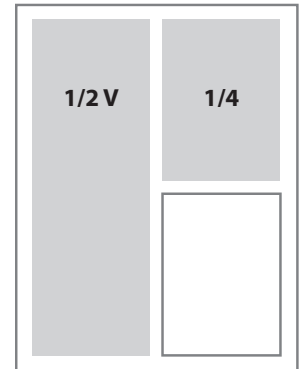
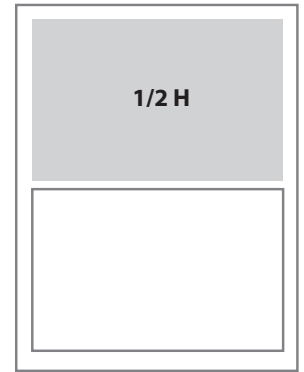
Ad Sizes Without Bleed:

<i>Document</i>	<i>(width x height)</i>
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 size. Margins will create a live area or safe zone for your content.
- Design elements like text (i.e. contact information), QR Codes, and logos must fit inside live area / 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.



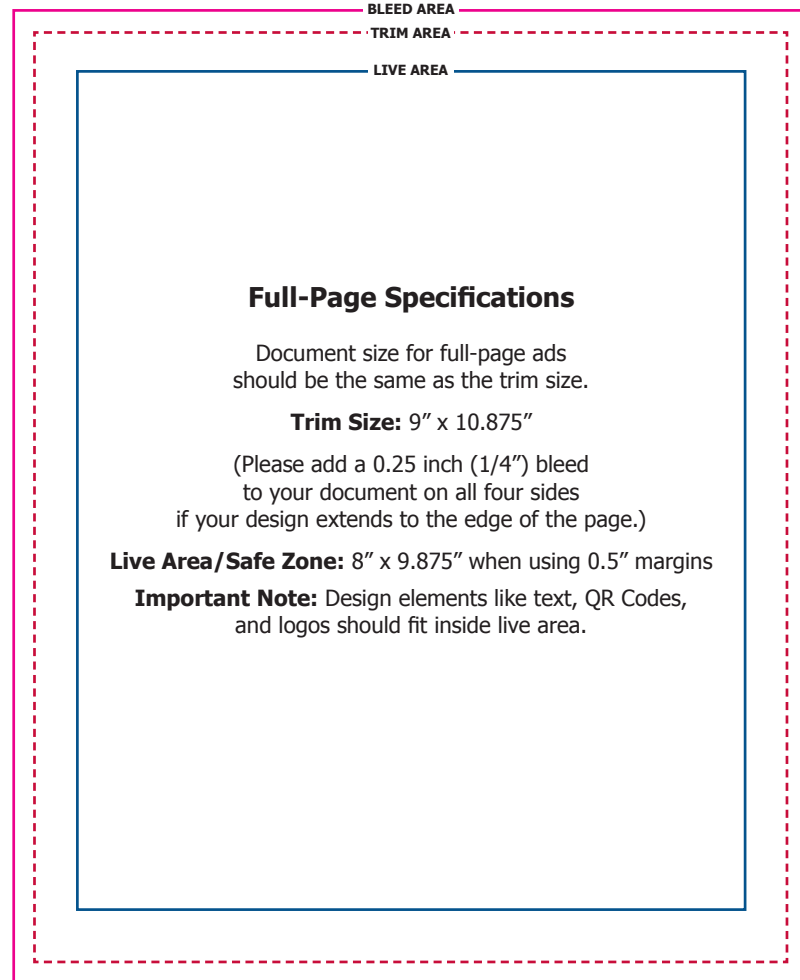
To reserve your ad space, please contact **Lisa**.

Phone: 847-381-3860 or **Email: Lisa@QBarrington.com**

Please send all files and graphic elements to **Rick**.

Phone: 847-381-3860 or **Email: Production@QBarrington.com**

PRODUCTION SPECIFICATIONS



Digital Ad Specifications

Ad layouts can be created using any design application like the Adobe Creative Cloud Applications or Canva. We do NOT accept: Publisher, Pages, PowerPoint, QuarkXPress, Microsoft Word, or jpeg files for ads. **Final artwork should be exported as a PDF document. Include trim, crop, and bleed marks. Please do NOT add color bars or registration marks in your artwork.**

Ads designed in-house: Graphics, photos, and fonts should be provided by the client. A printed proof of your ad can be provided upon request for a \$25 fee.

All **Photos** used in the production of your ad should be 300 dpi @ actual size to be printed; Color Model: CMYK; Format: .tif or .eps; NO JPEG compression.

All **Line Art/Text** should be 600 dpi minimum; Color Model: CMYK; Format: .eps or .tif with color preview. If using 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 a CMYK recipe of 40-40-30-100. Text larger than 144 points and placed over a 4 color image should also use this recipe.**

Color Mode: Ads should be converted to CMYK prior to submission. Ads received in RGB color will be converted to CMYK. Please be aware that color shifts may occur if the final artwork is not converted to the correct color mode.

Fonts: When submitting original design files, include screen and printer fonts. Convert text to outlines for illustrations; outlined text cannot be altered.