

2017-2018 Chaperon Ad Guidelines & Specifications

Ads are translated into 8 languages so they MUST be fully editable.

PUBLICATION DEADLINES

Copy/Ad Material Due: February 1, 2017
Annual Distribution: April 2016-March 2017

Acceptable File Formats

- Adobe Indesign (.indd) – CC, CS6 or earlier
- Adobe Illustrator (.ai) – CC, CS6 or earlier
- Adobe Photoshop (.psd) – save file with layers intact
- PDF files NOT accepted
- Files must have NON-outlined text
- All fonts must be included
- All images must be included and saved at 300 dpi, 100% resolution
- All colors must be in CMYK — convert all RGB and spot colors to CMYK
- Chaperon reserves the right to reject or require corrections that do not meet these specifications or are deemed inappropriate, and is not responsible for the reproduction quality of artwork not produced by Chaperon.

Artwork Submission

<http://chaperon.com/dropbox>

Please be sure put the name of your business in the subject line. Artwork may also be sent on CD or DVD to the mailing address below.

All advertising is subject to publisher's approval. Terms net 7 on all open invoices.

Placement

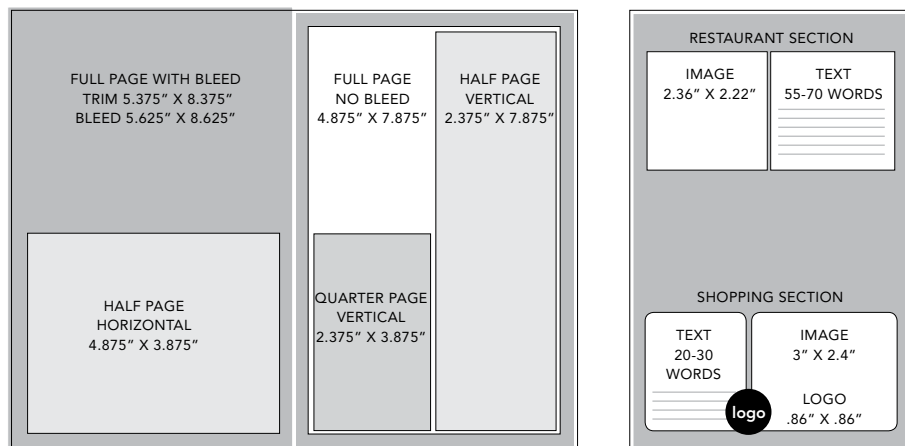
Placement	Ad Size
Full Page (trim) add .125" bleed	5.375" x 8.375" 5.625" x 8.625"
Full Page	4.875" x 7.875"
½ Page Horizontal	4.875" x 3.875"
½ Page Vertical	2.375" x 7.875"
¼ Page Vertical	2.375" x 3.875"

Special Advertorial Sections Image & Text Area

Restaurant Section (2.36"W x 2.22"H image of interior, exterior or food preferred, no logos or illustrations, 55-70 word copy-submitted in text file, plus address, phone and URL)	4.875" x 2.34"
Shopping Section (3"W x 2.4"H image of interior, exterior or product preferred, 20-30 word copy-submitted in text file, plus address, phone, URL and .86"x.86" logo)	4.875" x 2.34"

Premium Placement

Premium Placement	Ad Size
Center Map Gate Fold (bleed 2 panels)	5.0" x 8.375" (per panel)
Front Cover Sponsorship (logo only)	



CONTACT

165 Jefferson St., Ste. 2F
San Francisco, CA 94133-1201

San Francisco Chaperon®
chaperon.com

Graphics Department
graphics@chaperon.com
Contact: Janet Kornas
Office: 309-750-1215

Jenny Rauh, Director of Sales
jenny@chaperon.com
Office: 415-692-0929
Fax: 415-885-6070
Mobile: 415-377-8295