

# 2018-2019 Chaperon Ad Guidelines & Specifications

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

## PUBLICATION DEADLINES

Ad Material Due: February 1, 2018  
Annual Distribution: April 2018-March 2019

### 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

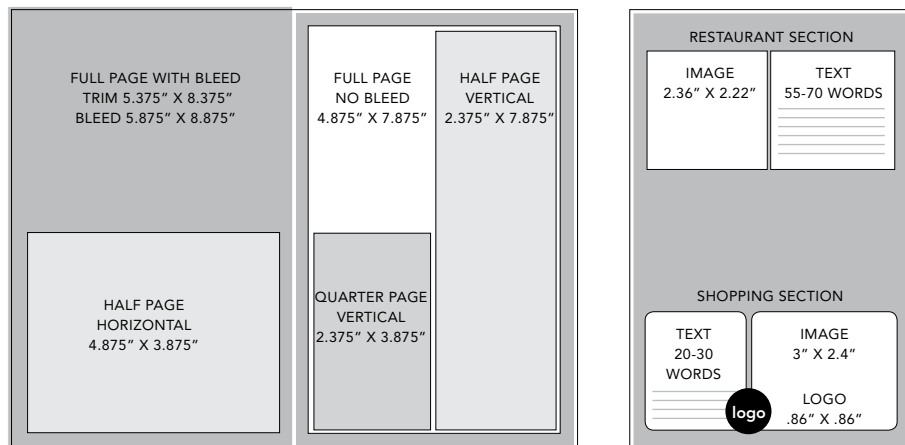
| Placement         | Ad Size         |
|-------------------|-----------------|
| Full Page (live)  | 4.875" x 7.875" |
| add .25" bleed    | 5.875" x 8.875" |
| ½ Page Horizontal | 4.875" x 3.875" |
| ½ Page Vertical   | 2.375" x 7.875" |
| ¼ Page Vertical   | 2.375" x 3.875" |

### Special Advertorial Sections Image & Text Area

| Section            | Image & Text Area   |
|--------------------|---|
| Restaurant Section | 4.875" x 2.34"<br>(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) |
| Shopping Section   | 4.875" x 2.34"<br>(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)             |

### Premium Placement

| Premium Placement                                 | Ad Size                      |
|---|------------------------------|
| Center Map Gate Fold<br>(bleed 2 panels)          | 5.0" x 8.375"<br>(per panel) |
| Full Page–Inside/Outside Covers & Page1<br>(live) | 4.875" x 7.875"              |
| (bleed .25")                                      | 5.875" x 8.875"              |
| Front Cover Sponsorship (logo only)               |                              |



## CONTACT

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