

PMGMA, INC.

Advertising Sizes

Lyric Opera of Chicago Ravinia Festival

Ad Size:	Ad Sizes:
Full Page Trim	8.25"w x 10.5"h
Full Page Bleed	8.50"w x 10.75"h
Full Page Live Area	8.00"w x 10.25"h
Spreads: Must have 1/8" common image on each page unless there are no crossover images.	
1/2 Page Landscape	8.00"w x 5.125"h
1/4 Page Portrait	3.75"w x 5.125"h
1/8 Page Landscape	3.75"w x 2.625"h

One of a Kind Show

Ad Size:	Ad Sizes:
Full Page	10.50"w x 11.50"h
Back Cover	10.50"w x 11.50"h
1/2 Page Landscape	10.50"w x 5.25"h
1/2 Page Vertical	4.875"w x 10.75"h
1/5 Page	3.75"w x 5.25"h
1/10 Page Vertical	1.75"w x 5.25"h
1/10 Page Horizontal	3.75"w x 2.50"h
1/20 Page	1.75"h x 2.00"w

340 Anthony Trail, Northbrook, IL 60062

To advertise with us, call
847-770-4621

or email sales@pmgma.com

Digital Specs

File Format: PDF must be x1/a with embedded fonts and CMYK colors. PDF files must contain only 4-color process images (CMYK). NO SPOT COLORS. NO RGB IMAGES

PC users must provide HiRes PDF-x1/a or Press Quality PDF.

WE DO NOT SUPPORT NATIVE PC APPLICATION FILES

- Bleed ads must have 1/4" bleed added on all four sides beyond the trim size of the ad.
- Set crop marks to .125" from trim to avoid crop marks appearing in trim area.
- All live matter should be 1/4" from the trim on all four sides. Publisher cannot be responsible for any information on live matter placed outside of the safety area that is trimmed or cut off.
- Supplied color guidance must meet all SWOP specifications with 5%, 25%, 50%, 75%, 95% and 100% CMYK.
- Proofs provided must be at least at 100% size with cropmarks.

Alternate Format: Adobe CC (Illustrator, InDesign, Photoshop) will all fonts and linked files included. All images provided for ads should be final, color corrected, high resolution CMYK files. Hi-res images should not be scaled more than 115% to maintain image quality.

Resolution Requirements: 300 D.P.I, 133 line screen, 300% maximum density on 4-color ads. Maximum tone density for Black & White and halftone ads:170%; Second color: 70%

Notes on type: REVERSE TYPE MUST BE SET NO SMALLER THAN 10 pt. if on BLACK. If reverse type is set on other colors, type must be no smaller than 12 pt.

Transmitting Files: Email all camera ready ads to: gmcgrath@pmgma.com