

# PMGMA, INC.

340 Anthony Trail, Northbrook, IL 60062  
847-770-4621 [sales@pmgma.com](mailto:sales@pmgma.com)

## ADVERTISING SIZES:

### AUDITORIUM THEATRE:

Full Page Trim 5.25" W x 8" H  
Full Page Bleed 4.50" W x 8.25" H  
**Full Page Live Area 5" W x 7.75" H**  
1/2 Page Landscape 5" W x 3.75" H  
1/4 Page Portrait 2.375" W x 3.75" H  
1/8 Page Landscape 2.385" W x 1.75" H

### CHICAGO PHILHARMONIC:

Full Page Trim 8 W x 10.5" H  
Full Page Bleed 8.25 W x 10.75" H  
**Full Page Live Area 7.75" W x 10.25" H**  
1/2 Page Landscape 7.75" W x 5" H  
1/4 Page Portrait 3.75" W x 5" H  
1/8 Page Landscape 3.75" W x 2.25" H

### LYRIC OPERA OF CHICAGO:

Full Page Trim 8.25" x 10.5"  
Full Page Bleed 8.50" x 10.75"  
**Full Page Live Area 8" x 10.25"**  
Spreads: Must have 1/8" common image on each page unless there are no crossover images,  
1/2 Page Landscape 8" 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:

Full Page Trim 10.50" x 11.25"  
**Full Page Live Area 10" x 10.75"**  
1/2 Page Landscape 10" W x 5.25" H  
1/5 Page Portrait 3.75" W x 5.25" H  
1/10 Page Landscape 3.75" W x 2.75" H  
1/10 Page Portrait 1.75" W x 5.25" H  
1/20 Page Landscape 1.75" W x 2.25" H

### RAVINIA:

Full Page Trim 10.25" W x 11" H  
Full Page Bleed 10.50" W x 11.25" H  
**Full Page Live Area 10" W x 10.75" H**  
1/2 Page Landscape 10" W x 5.125" H  
1/4 Page Portrait 4.75" W x 5.125" H  
1/8 Page Landscape 4.75" W x 2.125" H

## DIGITAL SPECS:

PDF DOCUMENTS MUST BE X 1/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 Hi-Res PDF-X 1/a or Press Quality PDF. WE DO NOT SUPPORT NATIVE PC APPLICATIONS FILES.

- Bleed ads must have 1/4" bleed added on all 4 sides beyond the trim size of the ad.
- Set crop marks to 1.25" 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 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 100% size with cropmarks.

### ALTERNATE FILE FORMAT:

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

300 D.P.I., 133 line screen, 300% maximum density on 4-color ads.

Maximum tone density for black and white and halftones, 170%. Second color, 70%

REVERSE TYPE MUST BE SET NO SMALLER THAN 10 pt. if on black. If reverse on other colors NO SMALLER THAN 12 pt.

E-Mail Files to: [gmcgrath@pmgma.com](mailto:gmcgrath@pmgma.com)