



## ADVERTISING ARTWORK SPECS

### ARTWORK FORMAT REQUIREMENTS

#### QuarkXPress

##### Version 4.0 or older

- Must include all fonts.
- Must include all placed images at 210 dpi.  
**Please include images at no more than 85% of actual size**
- EPS files are unable to be edited.
- All color must be saved in CMYK and with Process Separation.

#### Adobe Illustrator

##### Version 8.0 or older

- If translation is needed, fonts must be included; if not, text must be created into outlines.
- ALL images must be included at 210 dpi.  
**Please include images at no more than 85% of actual size**
- All color must be saved in CMYK and with Process Separation.

#### Adobe Photoshop

##### Version 5.0 or older

- EPS Format-210 dpi, color must be CMYK.  
**Encoding must be binary JPEG Format-210 dpi, maximum or high quality.**
- Changes can not be made unless file is saved with layers.

#### PDF

- **ONLY IF TRANSLATION IS NOT REQUIRED.**  
**All fonts must be embedded**
- If translation is required, please choose other format.

#### Macromedia Freehand

##### Version 8.0 or older

- If translation is needed, fonts must be included. If not, text must be created into outlines.
- All images must be included at 210 dpi.  
**Please include images at no more than 85% of actual size**
- All color must be saved in CMYK and with Process Separation.

#### Ads Sent Via E-mail

##### ADDRESS: [exitoadvertising@tribune.com](mailto:exitoadvertising@tribune.com)

- Any of the above formats may be used when sending ads via e-mail.
- File size must be less than 2.5 MB. If not, they can be compressed through the application "Stuffit Deluxe".
- Ads larger than 2.5 MB may arrive corrupt.

#### Ads sent via "Adsend"

- Material is sent to Chicago Tribune, then to iEXITO!
- Must be clearly marked as iEXITO!

**SITE CODE: ILCHT adsend: 1-800-823-7363**



**Translations**

- Maximum of 500 words.
- If more than 500 words contact your sales representative.

**COLOR SPECIFICATIONS**

**BLACK AND WHITE HALFTONES**

**Dot Percentage Aimpoint** (72 lines per inch screen ruling/round dot)

**Non-detail whites:** 0

**Midtone:** 35-37

**Highlight:** 4-6

**Shadow:** 80-85

**Dot Percentage Aimpoints - After Under Color Removal (UCR) -**

Total Saturation = 240% (72 lines per inch screen ruling/round dot)

**CMYK**

	<b>Cyan</b>	<b>Magenta</b>	<b>Yellow</b>	<b>Black</b>
<b>Non-detail whites</b>	0	0	0	0
<b>Highlight</b>	3	1	1	0
<b>Midtone</b>	40	30	30	1-3
<b>Shadow</b>	75	55	55	55

**SPOT COLOR-**

Spot colors must be selected from the Spot Color Selection Chart, which supports NAA (Newspaper Association of America) standard colors. Material should be prepared, as specified, for process color press reproduction.

**SHRINKAGE/CAMERA REDUCTION**

During production, iExitto! pages, including ad materials, will be reduced 7.1% in depth and 6.1% in width.

**Ads should be submitted in SAU sizes.**