

## AD SIZES/DIMENSIONS

Ad Size	Non-Bleed	Bleed
Full Page.....	7 3/8" x 10"	8 5/8" x 11 1/8"
2/3 Page.....	4 7/8" x 10"	5 1/2" x 11 1/8"
1/2 Page H.....	7 3/8" x 4 7/8"	8 5/8" x 5 3/8"
1/2 Page V.....	4 7/8" x 7 3/8"	5 1/2" x 7 7/8"
1/3 Page H.....	4 7/8" x 4 7/8"	5 1/2" x 5 3/8"
1/3 Page V.....	2 3/8" x 10"	3" x 11 1/8"
1/4 Page V.....	2 3/8" x 7 3/8"	
1/6 Page H.....	4 7/8" x 2 3/8"	
1/6 Page V.....	2 3/8" x 4 7/8"	
1/12 Page.....	2 3/8" x 2 3/8"	

**Trim size:** 8 3/8" x 10 7/8". **Bleed size includes 1/8" bleed around ad. Additional 1/2" buffer is mandatory for all live matter that does not bleed.**

**Files should be sent to:** [wsl@westsuburbanliving.net](mailto:wsl@westsuburbanliving.net) or mailed on cd to West Suburban Living, 5101 Darmstadt Rd., Hillside, IL 60162.

For Dropbox upload instructions, email us.

## PRODUCTION SPECIFICATIONS

### FILM/MECHANICAL REQUIREMENTS

▶ All ads should be submitted on disk in **Apple InDesign CS4** with a hard copy proof. **E-mailed ads (high-res pdfs)** should be accompanied by a faxed proof. A Kodak proof (the equivalent of a matchprint) is required on 4-color ads when precise color matching is required. Photoshop, Illustrator, Quark and most other computer formats accepted but may require a nominal conversion charge. **InDesign document page size on all full page ads should be 8 3/8" x 10 7/8."** All color photos, artwork and PMS colors must be converted to CMYK or be subject to a conversion charge. **All solid black boxes and backgrounds should be a Rich Black (40c30m30y100k).** Scans must be high resolution (300 dpi); photos and artwork should be saved as TIFF files when possible, though EPS files are

also accepted. Include all fonts, font suitcases and font families used in your ad. If you do not supply them, we will substitute a font that matches your proof as closely as possible. **West Suburban Living trims to 8 3/8" x 10 7/8."** **An additional 1/2" buffer is mandatory for all live matter, both ad copy and images, that do not bleed.**

### PRODUCTION ASSISTANCE

▶ When possible, *West Suburban Living* will provide limited layout and design assistance for a nominal charge. Scans, photostats, screens, halftones and other special design services are subject to additional charges and need to be submitted in advance.

## TERMS & CONDITIONS

- ▶ The publisher reserves the right to refuse or cancel any advertisement.
- ▶ The publisher assumes no financial responsibility for typographical errors in an advertisement or failure to publish an advertisement.
- ▶ Advertisers agree to protect and indemnify the publisher against any and all liability, loss or expense including, but not limited to, any attorney's fees, expert witness fees, monetary judgments, fines or penalties incurred from unauthorized use of trademarks, trade names, trade secrets, patents, violations of common law or statutory rights of privacy, or infringements of any copyrights resulting from the publication of their advertisements.
- ▶ Advertisers having contract rates must have signed agreements. Once on contract, advertisers are protected from rate increases for the duration of the contract.
- ▶ Advertisers that contract for multiple insertions at discounted rates who fail to fulfill the terms of the contract shall be liable for the entire amount discounted and applicable collection costs, if any.
- ▶ The publisher reserves the right to require payment on or before an issue close date for new advertisers without an established credit record.
- ▶ The advertiser agrees to pay a finance charge of 1.5% per month on amounts past due plus any associated attorney fees and court or collection costs.
- ▶ The publisher holds the advertiser and/or its advertising agency jointly responsible for payment of advertising costs.
- ▶ The publisher reserves the right to insert the word "advertisement" above any copy.
- ▶ Invoices are issued, with tear sheet, within one week of issue mailing date. Payment to be rendered upon receipt.



5101 Darmstadt Rd., Hillside, IL 60162

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