

Effective For 2020-2021

Circulation: 75,000 copies

Rate Card

Chicago Health

Real Patients. Real Doctors. Real Healthcare.



Technical Specs

Supplied Digital Files

Digital advertisements are preferred and the specific Northwest Publishing, LLC formats must be followed. For fractional-page ads, Adobe InDesign, Illustrator and Photoshop, Mac-based software are supported. Digital files for full-page ads should be constructed with the document size equal to the trim size of 8 1/8" x 10 1/2". Line copy should be kept 1/4" away from the trim size. All bleed elements must be extended over the edge of the document by 1/8" on all four sides. All four-color images should be CMYK mode at 300 dpi and either in JPG or EPS format. PDF-X 1/a files are accepted, however Northwest Publishing, LLC will not be responsible for incorrectly prepared files.

Fonts

Include all fonts, font families and font suitcases that are used in your advertisement when supplying electronic materials. Advertiser will incur a production charge if not supplied. We will substitute whichever font we feel closely resembles your match proof.

Production Charges

Production charges will be applied to artwork received that is not submitted according to the specifications defined herein. Where applicable, advertisers will incur charges and agree to pay for the following items:

- Shipping/courier services (case specific)
- Special color requests
- Other, such as missing fonts per the above

Materials

Email materials to: erins@chicagohealthonline.com. Subject line should contain advertiser's name and Chicago Health.

All files must be high resolution (300 dpi or higher) and should be sent in .pdf, .eps, or .jpg format. Online ads may be sent as .gif, .png or .jpg.



Profile and Ad Size

	Live Area	Trim
Two Page Spread	15.25 x 9.550	16.25 x 10.5
Full Page	7.25 x 9.550	8.125 x 10.5
Half Page	7.125 x 4.375	N/A
Third Page Square	4.625 x 4.375	N/A
Third Page Vertical	2.25 x 9.75	N/A

Please add .125 bleed to trim size on full-page ads, and allow spreads only a .375 gutter for cross-over images.



Net Rates

Please contact
your sales representative
for pricing.



Online Ads

	Dimensions	Color Format	Resolution
Web Banner Ad	729 x 90	RGB	72 dpi or higher
Web Square Ad	250 x 250	RGB	72 dpi or higher

Accepted file formats: .PNG, .JPG, .GIF OR .HTML. (Please provide url to landing page)

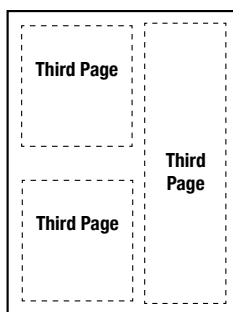
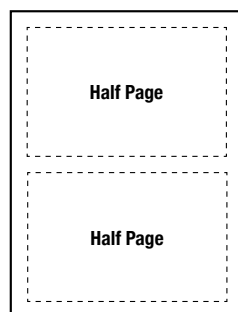
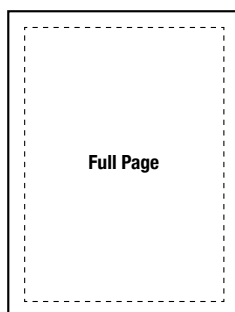
Artwork deadline: 5 business days before publication. Contact your ad representative for pricing.

Questions? Please contact Andrea Fowler at andrea@chicagohealthonline.com.



Closing Dates

	Spring/Summer 2020	Fall/Winter 2020	Spring/Summer 2021	Fall/Winter 2021
Contract Closing	2/7/2020	8/7/2020	2/8/2021	8/9/2021
Materials Closing	2/14/2020	8/14/2020	2/12/2021	8/13/2021
Issuance	3/16/2020	9/14/2020	3/15/2021	9/13/2021



Cancellations must be in writing and will not be accepted after the published contract closing date. A cancellation after the closing date may be accepted subject to the publisher's approval and a breakage fee of \$2,000 per page.