

Effective For 2022-2023

Circulation: 75,000 copies

## Ad Specs

# Chicago Health

Real Patients. Real Doctors. Real Healthcare.



## Technical Specs



### Profile and Ad Size

	Live Area	Trim
Two Page Spread	15.25 x 9.5	16.25 x 10.5
Full Page	7.125 x 9.5	8.125 x 10.5
Two-Thirds Page	4.625 x 9.25	N/A
Third Page Square	4.625 x 4.375	N/A
Third Page Vertical	2.25 x 9.25	N/A

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

Please contact your sales representative for pricing.



### Online Ads

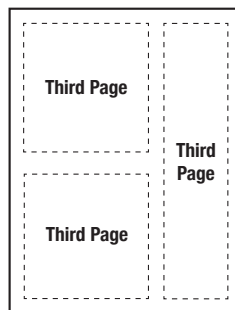
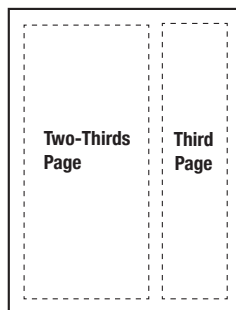
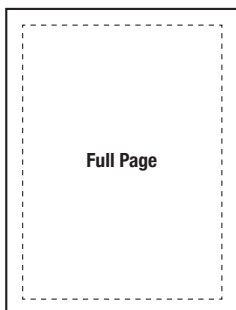
	Dimensions	Color Format	Resolution
Web Banner Ad	1110 x 180	RGB	72 dpi or higher
Web Square Ad	360 x 360	RGB	72 dpi or higher

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](mailto:andrea@chicagohealthonline.com).



### Closing Dates

	Spring/Summer 2022	Fall/Winter 2022	Spring/Summer 2023	Fall/Winter 2023
Contract Closing	2/4/2022	8/5/2022	2/10/2023	8/7/2023
Materials Closing	2/11/2022	8/12/2022	2/14/2023	8/11/2023
Issuance	3/14/2022	9/12/2022	3/14/2023	9/18/2023



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.

### Supplied Digital Files

Digital advertisements are preferred and the specific Northwest Publishing, LLC formats must be followed. PDF-X 1/a files are preferred. Adobe InDesign, Illustrator and Photoshop, Mac-based software are also 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 1/2" 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. 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](mailto: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.