Spec Sheet

Digital

Magazine

	Live Area	Trim	Bleed	Gutter
Two Page Spread:	15.25 x 9.5	16.25 x 10.5	.125in	.375in
Full Page:	7.127 x 9.5	8.125 x 10.5	.125in	N/A
Half Page:	7.125 x 4.375	N/A	N/A	N/A
Third Page Square:	4.625 x 4.375	N/A	N/A	N/A
Third Page Vertical:	2.25 x 9.25	N/A	N/A	N/A

TWO PAGE | SPREAD

FULL PAGE

HALF PAGE

HALF PAGE

1/3 PAGE

1/3 PAGE

1/3 PAGE
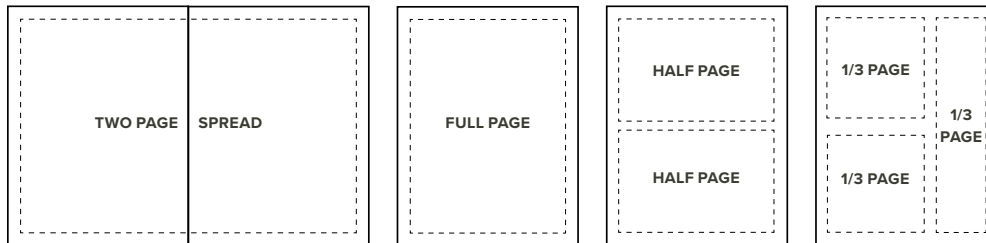
SUPPLIED DIGITAL FILES
Digital advertisements are preferred and the specific Northwest Publishing, LLC formats must be followed. PDF-X 1/a files are preferred. Adobe InDesign, Illustrator and Photoshop, Mac-based software are also supported. Digital files for full-page ads should be constructed with 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 native files. 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.

BANNER ADS

Leaderboard
• Max size: 1110px x 180px
• Campaign URL

Square
• 500px x 500px
• Campaign URL

File formats
• .PNG, .JPG, .GIF OR .HTML
• Max file size: 1MB

FEATURED PHYSICIAN
Word Count: 300 min - 1000 max
All copy will be reviewed, fact checked and edited before publication
• Byline or a line at top of story will state: "Paid Content"
Links
• In-copy links: Max 3, no-follow links
• Author bio at end of story: 1 link
By-Line: 140 character limit bio
Images
• Main Image: Aspect Ratio: 4:3, Min-width: 2000px
• In-article Images/Physician Headshot/Logo: Max-width: 500px
File formats
• .PNG, .JPG, .GIF OR .HTML
• Max file size: 1MB

SPONSORED POSTS
Word Count - 300 min, 750 max
All copy will be reviewed, fact checked and edited before publication
• Byline or a line at top of story will state: "Sponsored Post"
Links
• In-copy links: Max 3, no-follow links
• Author bio at end of story: 1 link
By-Line: 140 character limit bio
Images
• Main Image: Aspect Ratio: 4:3, Min-width: 2000px
• In-article Images/Physician Headshot/Logo: Max-width: 500px
File formats
• .PNG, .JPG, .GIF OR .HTML
• Max file size: 1MB

E-NEWSLETTER SPONSORSHIP

Sponsorship Logo
• Max width: 1200px
• Campaign URL

Text-Ad add-on
A call out after the 1st article
• Max character count: 150
• Campaign URL