

GAZETTE

1335 West Harrison Street • Chicago, Illinois 60607-3318 • (312) 243-4288 • (312) 243-4270 fax
 www.gazettechicago.com • info@gazettechicago.com • ads@gazettechicago.com



DISPLAY ADVERTISING

RATES

EFFECTIVE MAY 1, 2011

Ad Size	Dimensions (Width/Height)	Cost (Black & White Charges Only)	w/10% Discount	Additional Four-Color Charges*
Full Page	8.75 x 12.5	1,038.00	934.20	350.00
3/4 Page	6.5 x 12.5	870.00	783.00	285.00
1/2 Page	4.25 x 12.5 (Vertical) or 8.75 x 6.125 (Horizontal)	652.00	586.80	190.00
1/4 Page	4.25 x 6.125 (Vertical) or 8.75 x 3 (Horizontal)	391.00	351.90	160.00
1/8 Page	2 x 6.125 (Vertical) or 4.25 x 3 (Horizontal)	267.00	240.30	130.00
1/16 Page	2 x 3	129.00	116.10	85.00

*NOTE: Four-color charges are non-commissionable and frequency discount rates do not apply.

CLASSIFIED ADS

1. Business Card rate: \$60.00
2. \$38 per classified for 35 words or less. Each word over 35 is \$1 per word. Classifieds must be paid in advance by check or credit card only.

ADVERTISING POLICIES

Frequency - The *Gazette* is published on the first Friday of each month, except for our special holiday issue published the first Monday of December.

Special Charges - Those ads requiring design by the *Gazette* will incur standard design charges based on the size of the ad and its complexity. Your *Gazette* Advertising Representative will provide those charges once the advertisement is reserved. An advertiser also will be billed at cost for any special charges incurred by our production department or printer as a result of an ad. All four-color charges are non-commissionable and frequency discount rates do not apply.

Closing Dates - Advertising space must be reserved by 5 p.m. on the Friday deadline date. All ads must be received at our office by 5 p.m. on the Friday deadline date. Please see Advertising Calendar for more information.

Ad Cancellation - If advertisers fail to produce copy in time to meet our production deadlines, they must pay for the space reserved. Advertisers who do not fulfill their frequency rate commitment will be rebilled at the rate closest to actual use.

Positioning - Placement requests will be honored whenever possible, but cannot be guaranteed.

Labeling of Ads - Any advertisement resembling editorial

copy will, at the discretion of the publisher, be labeled as an ad. The word "advertisement" will be inserted in the ad.

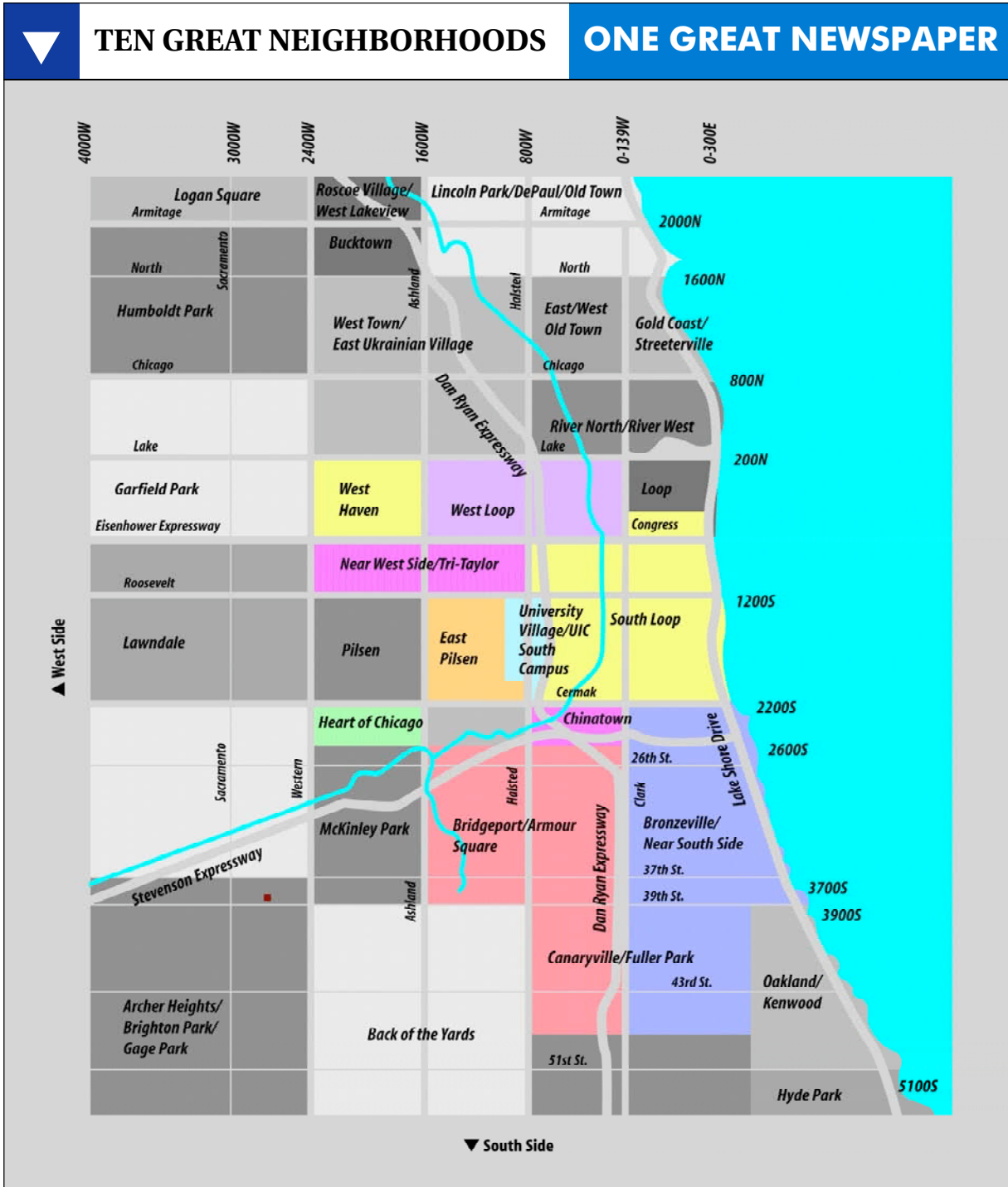
Publishers Rights - The publisher reserves the right to refuse any advertisement that in his opinion is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, or violates U.S. currency regulations.

Advertising rights reserved - No advertisement in the *Gazette* may be copied, reproduced, or transmitted by any means, including but not limited to, electronic and mechanical, without written permission of the publisher of the *Gazette*.

- ▶ 10% frequency discount applied after the fourth paid consecutive ad.
- ▶ 15% discount to recognized advertising agencies on camera-ready material (**four color charges do not apply**).
- ▶ Payment in advance required on all first-time advertising buys.
- ▶ All checks must be made payable to the *Gazette*. A 10% late fee is added to all payments not received within 30 days of billing.
- ▶ Rate Card No. 22.

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Near West Side/Tri-Taylor • University Village/UIC South Campus • West Loop • South Loop
West Haven • Bridgeport/Armour Square • Bronzeville • Chinatown • Heart of Chicago • East Pilsen

ATTENTION LOCAL BUSINESS OWNERS AND NEW ADVERTISERS!

Put Your Hard Earned Ad Dollars In a Community
Newspaper with a **Proven Track Record.**
Advertise in the

GAZETTE

▼ OUR NUMBERS

- ▶ A **26-year history** of local award-winning news coverage that makes a difference in the lives of our readers.
- ▶ A loyal following among our readership that is second to none in the city. **We challenge you to find a community newspaper that is more widely read and picked-up so quickly on distribution day.** Check us out the first Friday of each month!
- ▶ Award-winning news and features about Chicago's most exciting neighborhoods: Near West Side/Tri-Taylor, University Village/UIC South Campus, West Loop, South Loop, West Haven, Bridgeport/Armour Square, Bronzeville, Chinatown, East Pilsen and Heart of Chicago.
- ▶ **A circulation of 17,000 copies in more than 900 strategically placed locations...** and a guaranteed source of foot traffic for new advertisers.

ADD UP!

- ▶ Four Peter J. Lisagor Awards for Journalistic Excellence from the Chicago Headline Club and the Chicago Society of Professional Journalists.
- ▶ Thirty International APEX Awards from Communications Concepts, Inc. of Washington, D.C. and eight awards from the Illinois Woman's Press Association.
- ▶ The Bernadine C. Washington Media Award from the City of Chicago Commission of Human Relations for building bridges in our diverse communities.
- ▶ Midwest Free Community Newspaper 2002 Award of Excellence.
- ▶ **Independently owned and operated since 1983,** and led by an editor and publisher with life-long roots in this community.

Since 1983. "Award-winning news coverage that makes a difference."

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AD SPECIFICATIONS

As a fully electronic publication the *Gazette* encourages advertising materials be submitted in digital file formats. Macintosh or Windows formats are acceptable. Macintosh is preferred and Windows files will be converted to Macintosh format, font substitution may be necessary.

Preferred Software Applications

QuarkXpress 4.04/5.0/6.0 is the preferred electronic publishing software; however, the following software also may be used: Adobe Illustrator 10, and Adobe Photoshop.

Additional Software Applications

PowerPoint, Adobe PageMaker 6.5, and Microsoft Word files need to be sized to correct ad dimensions and saved as a PDF before submitting. When forwarding any of the above files, please fax a hard copy to the *Gazette* office at (312) 243-4270 for us to use as a comparison.

Fonts and Art Images

If forwarding a Quark Xpress file, please be sure to include all fonts and images. Type 1 fonts are the most reliable and TrueType fonts are highly discouraged. If forwarding Illustrator files convert all fonts to outlines and include all placed images used in file separately. **DO NOT EMBED IMAGES IN THE APPLICATION FILE.** Preferred image formats for support files: tif, eps. **DUE TO THE FACT THAT WE ARE MAC BASED, AT THIS TIME WE DO NOT ACCEPT MICROSOFT PUBLISHER FORMATS.**

PDF Format

When sending pdf files, please save to allow us to incorporate the file into our Quark Xpress layout. Embed all fonts and images. Please use Acrobat Distiller and disable all security features. Be sure that all color is correct for printing and it is saved as a hi res pdf. It must be saved as CMYK or Grayscale only. Please be sure there is no color in your B&W ad.

Resolution Requested

Line art, 600 dpi; halftone, 300 dpi. All color images must be set for CMYK output. PLEASE NOTE: All Pantone colors will be converted to CMYK values and therefore output color will differ from original.

Naming Files

Be sure when saving to properly name files. Your ad's file name should be the same name as the ad. **DO NOT NAME YOUR AD "AD."**

Transfer Medium

Files can be submitted on 3.5" diskette, CD-ROM, Zip (100 or 250 MB), CD or transferred electronically.

Collected/compressed files may be transferred electronically via e-mail.

E-mail address:

info@gazettechicago.com. If ad is being supplied electronically, please be sure to designate Advertiser name, phone, ad size and ad rep if known. Whenever possible, please include a pdf file for us to view and compare with what was transmitted electronically. When possible, please include a contact should there be a problem with the file. If ad is not submitted electronically, please supply either a black and white or color proof as applicable.

Output Report

When providing a digital file, please include a report containing the following information:

- System used
- Any compression program used
- Application(s) including version number (e.g. QuarkXpress 4.0)
- File names
- Fonts and images included

Labels

All disks must be labeled: Advertiser name, ad headline, contact person, contact telephone number and/or e-mail address, return address.

The *Gazette* is not responsible for print errors of files that do not conform to the specifications listed.

If you have any additional questions, please call (312) 243-4288 ext. 2.

DIMENSIONS

(WIDTH/HEIGHT)

Full Page

8.75 x 12.5

3/4 Page

6.5 x 12.5

1/2 Page

4.25 x 12.5 (Vertical)
8.75 x 6.125 (Horizontal)

1/4 Page

4.25 x 6.125 (Vertical)
8.75 x 3 (Horizontal)

1/8 Page

2 x 6.125 (Vertical)
4.25 x 3 (Horizontal)

1/16 Page

2 x 3

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2011

ADVERTISING CALENDAR

Publication Date

Space Reservation & Material Deadline

Friday, Jan 7, 2011 issue	Friday, Dec. 17, 2010
Friday, Feb. 4, 2011 issue ⁽¹⁾	Friday, Jan. 21, 2011
Friday, March 4, 2011 issue	Friday, Feb. 18, 2011
Friday, April 1, 2011 issue ⁽²⁾	Friday, March 18, 2011
Friday, May 6, 2011 issue	Friday, April 22, 2011
Friday, June 3, 2011 issue ⁽³⁾	Friday, May 20, 2011
Friday, July 1, 2011 issue	Friday, June 17, 2011
Friday, Aug. 5, 2011 issue ⁽⁴⁾	Friday, July 22, 2011
Friday, Sept. 2, 2011 issue ⁽⁵⁾	Friday, Aug. 19, 2011
Friday, Oct. 7, 2011 issue	Friday, Sept. 23, 2011
Friday, Nov. 4, 2011 issue	Friday, Oct. 21, 2011
Friday, Dec. 2, 2011 issue ⁽⁶⁾	Friday, Nov. 18, 2011
Friday, Jan. 6, 2012 issue	Friday, Dec. 16, 2011

⁽¹⁾ Mayoral and Aldermanic Primary Election, Valentine's Day Restaurant & Bar Guide

⁽²⁾ Mayoral and Aldermanic Election Runoffs, Holy Week/Easter Services Guide

⁽³⁾ Summer in the City Issue

⁽⁴⁾ Back to School Guide

⁽⁵⁾ Professional Services Guide

⁽⁶⁾ Special Holiday Issue

For additional advertising information call the *Gazette* at **(312) 243-4288, ext. 2**
or visit our website at www.gazettechicago.com