

Print Ad Submission Requirements

Color

- Each program book will be a black and white Ad Book. Please submit Gray scale or Black and White only. RGB files WILL be converted, but may lose quality.
- Maestro and Impresario Level *Sponsor Pages* will be in full color. Please submit CMYK color only. RGB files WILL be converted, but may lose some color quality.
- Do not use registration "color" except for crop marks and info text.
- The Chicago Community Chorus Marketing Team and its agents cannot be responsible to match colors if converting inappropriate color formats within client-submitted ads.

Fonts

- All fonts must be embedded within PDFs or outlined.
- If not supplying fonts, the Chicago Community Chorus Marketing Team and its agents cannot be responsible for exactly matching fonts.
- Do not use fonts that are restricted from being embedded (ex: Lucida Casual, TikiSans, and more).
- Do not use any system fonts (Chicago, Geneva, Monaco, Apple(Li)Gothic, Ludic Grande, etc.) and avoid .dfonts
- Avoid using Garamond, Optima, Palatino, Helvetica, Times, due to version conflicts.
- Some TrueType fonts do not output at the printer even though they print from a client printer— please be aware of this when designing or submitting ads.

Acceptable File Formats/Images/Photos

- PDF preferred:
Embed all fonts.
Use the highest resolution available from PDF generator.
- Illustrator and Photoshop high-resolution EPS, JPG or TIFF.
- Microsoft Word and PowerPoint files are not accepted.
- Photos, illustrations and graphics resolution (including those embedded in client-submitted pdfs) must be 300 - 600dpi. Print size should be at or greater than intended use.
- Line art, vector art and text must be 600 - 1200dpi.
- **The CCC Marketing Team or its agents cannot guarantee usable images by extracting them from PDF, JPEG, GIF, or PNG documents.**

Contact us

- Email any questions to marketing@chicagocommunitychorus.org with the subject "[Ad Name] – CCC Program Ad"
- Clearly identify the ad within subject line— **"[Ad Name] – CCC Program Ad."** **Other wording may result in it being overlooked or identified as junk mail.**

Advertising Dimensions

FULL

7.5" Wide x 10" High

HALF

7.5" Wide x 4.75" High

QUARTER

3.5" Wide x 4.75" High