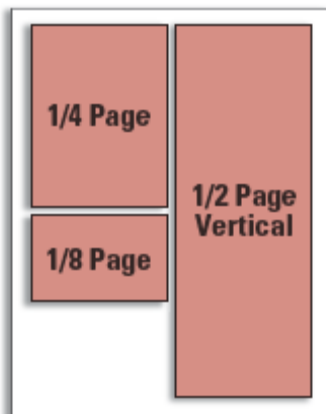
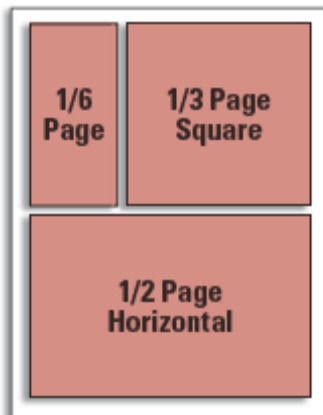
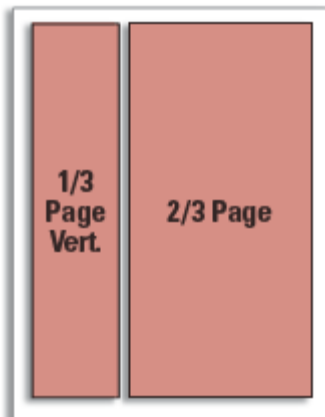
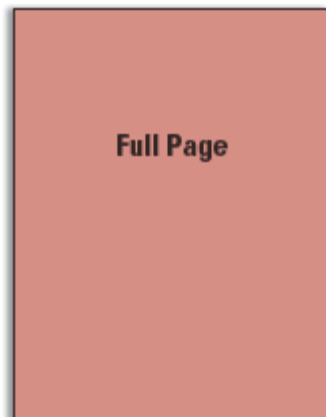


# NARIGC Membership Directory

## Ad specifications



### Advertising Specifications & Costs

All ads are 4-color

**Full Page**  
 Trim Size: 8.375x10.875  
 Bleed Size: 8.625x11.125  
 Live Area: 7.25x9.75  
 Inside Cover: \$1,100  
 Inside: \$390

**2/3 Page**  
 Trim Size: 4.75x9.75  
 Bleed Size: no bleed  
 Cost: \$345

**1/2 Page Horizontal**  
 Trim Size: 7.25x4.75  
 Bleed Size: no bleed  
 Cost: \$270

**1/2 Page Vertical**  
 Trim Size: 3.5x9.75  
 Bleed Size: no bleed  
 Cost: \$270

**1/3 Page Vertical:**  
 Trim Size: 2.25x9.75  
 Bleed Size: no bleed  
 Cost: \$230

**1/3 Page Square:**  
 Trim Size: 4.75x4.75  
 Bleed Size: no bleed  
 Cost: \$230

**1/4 Page**  
 Trim Size: 3.5x4.75  
 Bleed Size: no bleed  
 Cost: \$200

**1/6 Page**  
 Trim Size: 2.25x4.75  
 Bleed Size: no bleed  
 Cost: \$125

**1/8 Page**  
 Trim Size: 3.5x2.25  
 Bleed Size: no bleed  
 Cost: \$85

### Ad Agency Policy

All advertisements created outside of NARI of Greater Chicagoland must be submitted as a high-quality PDF. NARIGC will place the PDF in the publication as is and will not make any adjustments or changes to the PDF to ensure the intended quality of the advertisement. If the advertiser wishes to make a change, a new version of the PDF must be submitted.

### PDF Specifications

- PDF must not contain multiple pages
- PDF must be of version 1.3 (Acrobat 4) or lower
- Each font shows as "Embedded" or "Embedded Subset" and does not show as "CID" or "RIP" or having nothing next to the name
- No security is set
- Registration set to: "Centered" at 6 pt Offset
- Bleed set to: Symmetric at 0.125"
- CMYK color
- Resolution of Photos within PDF: 225 dpi
- Resolution of PDF: 1200 dpi or higher
- Submit on CD or via email. If CD, the ads should be the only file CD and a printed directory should be included showing CD contents and special placement (inside cover if purchased) if more than one ad is submitted.