



Advertising Specifications

Print Specifications

Full Page	2 col (4.75") x 7.75" Without Bleed 2 col (5.75") x 8.75" Full Bleed
1/2 Page	2 col (4.75") x 3.5" Horizontal 1 col (2.3") x 7.0" Vertical
1/4 Page	2 col (4.75") x 1.75" Horizontal 1 col (2.3") x 3.5" Vertical
Coupon	1 col (1.9") x 2.375"
Calendar Highlight	Photo, 30 words of copy (1 col x 1")

Print Edition Format: CMYK, 300dpi

Website Advertising

Specifications

Leaderboard	728 px W x 90 px H
Coupon	250 px W x 312 px H
Home Page Editorial Feature Story	599 px W x 400 px H*
Featured Business Listing	253 px W x 253 px H*
Featured Event Listing	253 px W x 253 px H*

*Pictures may be submitted for Oaklee's to size accordingly. Enter web in system as 1 col x 1"

Email Marketing

Specifications

Dedicated Eblast	620 px W x 1100 px H, Hyperlink, Subject line. Optimized max size 350kb
Editorial Eblast / Newsletter Sponsorship	620 px W x 330 px H, Hyperlink
Friday Fun Five Eblast Sponsorship	620 px W x 170 px H, Hyperlink
Friday Fun Five Event Listing	253 px W x 253 px H

Enter email marketing in system as 1 col x 1"

Social Media

Specifications

Facebook Posts	Photo, Hyperlink, Content
Facebook Posts with Contest	Photo, Hyperlink, Content, Prize

Enter social media in system as 1 col x 1"

Sizes listed are width by height.

Formats Accepted: Preferred formats are PDF, JPG or GIF files. Embed all fonts and set color management to CMYK.

PLEASE NOTE: We cannot accept any files created in Microsoft Word, Publisher or PowerPoint.



Oaklee's Family Guide™ reaches Chicago's suburban parents with multiple touch points including digital publications, display advertising, email and social media.

Advertising Material Deadlines

Materials for inventory other than the print edition are **Due Two Weeks prior to the Start Date.**

Print Edition Deadlines

January / February 2017 Issue
Deadline December 1, 2016

March / April 2017 Issue
Deadline February 1, 2017

June/July/August 2017 Issue
Drop Date June 18
Deadline May 24, 2017

September / October 2017 Issue
Drop date Aug. 27
Deadline August 1, 2017

November / December 2017 Issue
Drop date Oct. 29
Deadline October 1, 2017

**Please submit artwork to:
ads@oakleesguide.com**