

# CQ ROLL CALL

## PRINT AD INFORMATION 2017

### CONTACT US

CQ Roll Call  
ATTN: Advertising Department  
77 K Street NE, 8th Floor  
Washington DC 20002-4681  
Fax: 202 650 6743  
Print Production Questions: 202 650 6813

### DROPBOX AND EMAIL

- Advertisers may e-mail files to: [adops@cqrollcall.com](mailto:adops@cqrollcall.com). Include your account executive on the e-mail.
- Dropbox: <https://dropbox.yousendit.com/cqrcadops>

### PRINTING INFORMATION

#### BINDING

Saddle-stitched

#### PAPER FOR CQ MAGAZINE

- 70# Somerset Gloss Coated for text and cover.
- 10% recycled, FSC-certified
- Brightness: 88
- Opacity: 93

#### PAPER FOR ROLL CALL

- 35# Groundwood
- Brightness: 80
- SFI-certified

### GENERAL ADVERTISING GUIDELINES

- CQ Roll Call is not responsible for errors or omissions in any advertising materials provided by advertisers or agencies after the closing dates.
- When an advertisement might be mistaken for news matter, the word "Advertisement" must appear centered above the copy for each page of advertising in a minimum 8-point type size.
- Advertisers and advertising agencies assume liability for the content and advertisements printed. Advertisers may be required to submit documentation of claims. CQ Roll Call reserves the right to refuse all advertising from any person or organization that has failed to meet our standards.
- CQ Roll Call does not accept or reject advertising based on the point of view expressed in the advertisement.

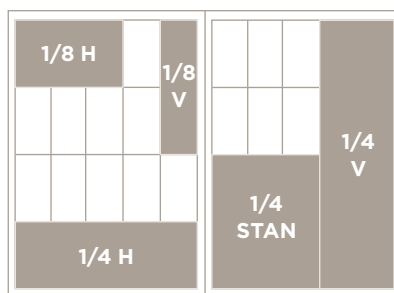
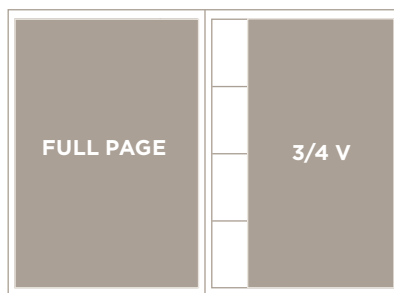
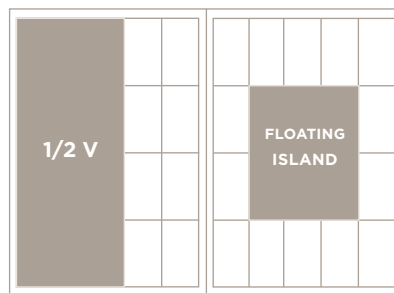
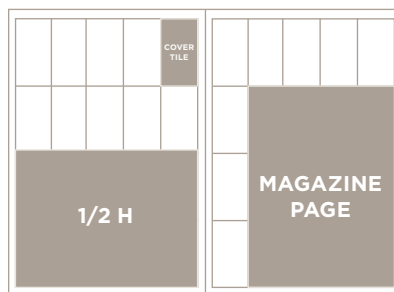
### DEADLINES

Publication	Published	Space Reservation	Material Due
CQ Magazine	Monday	By noon Monday prior to issue	By noon Wednesday prior to issue
Roll Call	Monday-Thursday	By noon three business days prior to issue	By noon two business days prior to issue

- *Under certain circumstances, deadlines can be extended. Call 202 650 6813 or e-mail [adops@cqrollcall.com](mailto:adops@cqrollcall.com).*
- *Call your account executive about fast-close opportunities and the most up-to-date information on deadlines.*

# ROLL CALL

## PRINT AD SPECIFICATIONS 2017



### MAIN SECTION

(No bleeds)

<b>FULL SPREAD</b>	19.8" x 14"
<b>MAGAZINE SPREAD</b>	16.12" x 9.92"
<b>1/2 PAGE SPREAD</b>	20" x 6.7"
<b>FULL PAGE</b>	9.5" x 14"
<b>3/4 VERTICAL</b>	7.56" x 13.6"
<b>MAGAZINE PAGE</b>	7.57" x 10"
<b>1/2 VERTICAL</b>	5.61" x 13.6"
<b>1/2 HORIZONTAL</b>	9.5" x 6.72"
<b>1/4 STANDARD</b>	5.6" x 7.5"
<b>1/4 VERTICAL</b>	3.7" x 13.6"
<b>1/4 HORIZONTAL</b>	9.5" x 3.25"
<b>1/8 VERTICAL</b>	1.72" x 5.6"
<b>1/8 HORIZONTAL</b>	5.6" x 1.72"
<b>FLOATING ISLAND</b>	5.6" x 6"
<b>COVER TILE</b>	1.71" x 2.8"

### REQUIREMENTS

- A print-optimized PDF with all fonts and graphics embedded is required.
- All black type, backgrounds and QR codes should be built in one color. Rich blacks are strongly advised against.
- 300 DPI minimum
- All materials should allow for a 30% dot gain on press.
- All four-color elements must be CMYK. No RGB or Pantone color accepted.
- Rules 4 pt and smaller and type smaller than 8 pt should be reproduced as one color only. Do not build as process color.
- Preferred 4-color maximum film dot density is 220%.
- Type reversed out of a four-color background must be 12 pt or larger and weighted bold.
- Roll Call reserves the right to add a hairline border to art.
- Roll Call's main section does not allow for bleeds.
- Roll Call reserves the right to convert any incorrect color profiles for more accurate printing.

### SUBMISSION

- Please submit .PDF/X-1a compatible ads by emailing files to [adops@cqrollcall.com](mailto:adops@cqrollcall.com).
- For large files, please submit via <https://dropbox.yousendit.com/cqrcadops>

# CQ MAGAZINE

## PRINT AD SPECIFICATIONS 2017

### DIMENSIONS



#### Spread

Live: 16" x 10"  
Trim: 17" x 11"  
Bleed: 17.25" x 11.25"



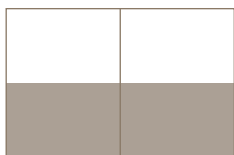
#### Full Page

Live: 7.5" x 10"  
Trim: 8.5" x 11"  
Bleed: 8.75" x 11.25"



#### 1/3 Page Vertical

Live: 2.375" x 10"  
Trim: 3" x 11"  
Bleed: 3.125" x 11.25"



#### 1/2 Page Horizontal Spread

Live: 16" x 4.75"  
Trim: 17" x 5"  
Bleed: 17.25" x 5.25"



#### 1/2 Page Horizontal

Live: 7.5" x 4.75"  
Trim: 8.5" x 5"  
Bleed: 8.75" x 5.25"



#### 1/3 Page Horizontal

Live: 7.5" x 2.63"  
Trim: 8.5" x 2.75"  
Bleed: 8.75" x 2.875"



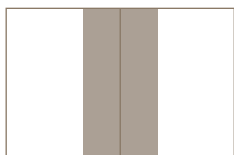
#### Fireplace

Live: 10" x 6.4"  
Trim: 10" x 6.9"  
Bleed: 10" x 7"



#### 2/3 Page Vertical

Live: 4.75" x 10"  
Trim: 5.5" x 11"  
Bleed: 5.75" x 11.25"



#### Center Vertical

Live: 5.2" x 10"  
Trim: 5.2" x 11"  
Bleed: 5.2" x 11.25"

### REQUIREMENTS

- All ads require a digital proof.
- Digital format is preferred, such as a high-resolution PDF.
- Line screen of 150 is preferred.
- Allow a 1/8" extra image area for bleeds on any side of the ad that bleeds.
- Please keep all "live" copy centered within the live area.
- Preferred 4-color maximum film dot density is 300%. 280% is accepted.
- All color corrections must be made in the digital files supplied and not left to press adjustments. Revised color proofs must be supplied after color corrections or if new ad material is supplied, unless the proof is marked for color only.
- Email is preferred for ad submissions, however, a dropbox is available. Contact your account executive for information.

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- For large files, please submit via <https://dropbox.yousendit.com/cqrcadops>