

CQ ROLL CALL

PRINT AD INFORMATION 2018

CONTACT US

CQ Roll Call
ATTN: Advertising Department 1625
Eye Street, NW
Suite 200
Washington, DC 20006

Print Production Questions:
202 650 6822

EMAIL

- Advertisers may e-mail files to: adops@cqrollcall.com. Include your account executive on the e-mail.

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.

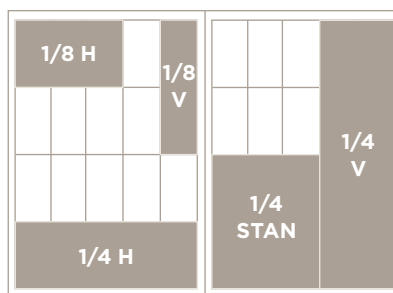
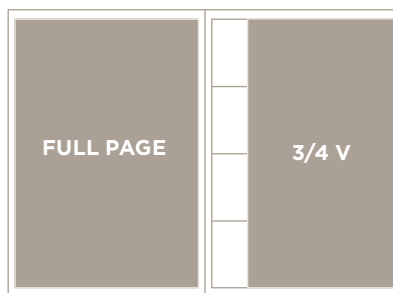
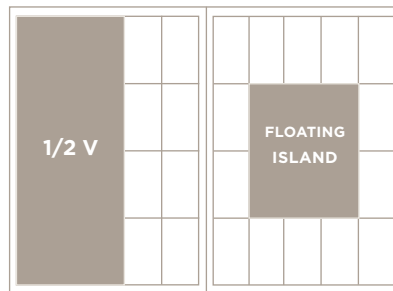
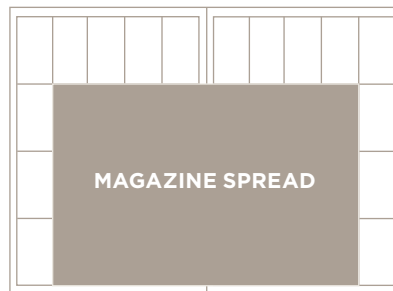
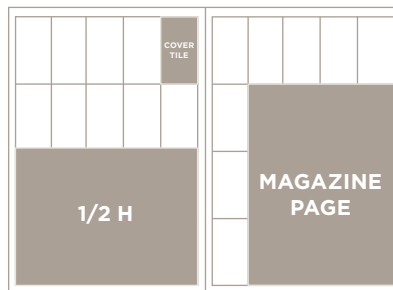
DEADLINES

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	Three business days prior to issue date	Two business days prior to issue date

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

ROLL CALL

PRINT AD SPECS 2018



MAIN SECTION

(No bleeds)

FULL SPREAD	21.3" x 14"
MAGAZINE SPREAD	17.3" x 10.5"
FULL PAGE	10.25" x 14"
3/4 VERTICAL	8.15" x 13.5"
MAGAZINE PAGE	8.5" x 10.5"
1/2 VERTICAL	6" x 13.5"
1/2 HORIZONTAL	10.25" x 7"
1/4 STANDARD	6" x 7"
1/4 VERTICAL	4" x 13.5"
1/4 HORIZONTAL	10.25" x 3.4"
1/8 VERTICAL	1.87" x 6"
1/8 STANDARD	6" x 1.87"
FLOATING ISLAND	6" x 7"
COVER TILE	1.8" x 3"
RIBBON	10.25" x .75"

PAPER FOR ROLL CALL

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

SUBMISSION

- Please submit .PDF/X-1a compatible ads by emailing files to adops@cqrollcall.com.

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.

CQ MAGAZINE

PRINT AD SPECS 2018

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"



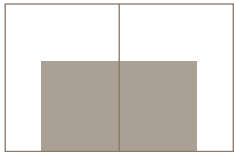
1/2 Page Horizontal

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"



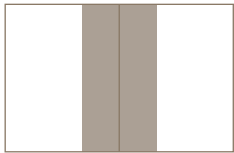
Fireplace

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"

CQ 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

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.

SUBMISSION

- Please submit .PDF/X-1a compatible ads by emailing files to adops@cqrollcall.com.