

# CQ Roll Call

## Print Rates 2019



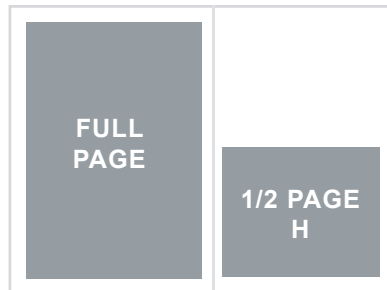
### CQ Magazine

4-COLOR	1X	12X	24X
Full Page	\$15,100	\$13,100	\$10,000
1/2 Page	\$9,500	\$8,300	\$6,247.50
Spreads	\$27,100	\$23,400	\$21,500

### Roll Call

4-COLOR	1X	12X	24X
Full Page	\$14,450	\$12,305	\$8,500
1/2 Page Horizontal, Vertical	\$9,240	\$7,820	\$4,681
1/4 Page	\$5,710	\$4,945	\$4,255
Cover Title	\$6,000	\$5,050	\$4,345
Full Spread	\$27,440	\$20,240	\$17,365

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- All rates are NET
  - 20% surcharge for premium position requests
  - Contact your Account Executive for special rates and package pricing at [advertisedept@cqrollcall.com](mailto:advertisedept@cqrollcall.com)



## Binding

- Saddle-stitched

## Paper for Roll Call

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

## Dimensions

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<b>Spread</b>	Live: 16" x 10" Trim: 17" x 11" Bleed: 17.25" x 11.25"
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<b>Full Page</b>	Live: 7.5" x 4.75" Trim: 8.5" x 11" Bleed: 8.75" x 11.25"
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<b>1/2 Page Horizontal</b>	Live: 7.5" x 4.75" Trim: 8.5" x 5" Bleed: 8.75" x 5.25"
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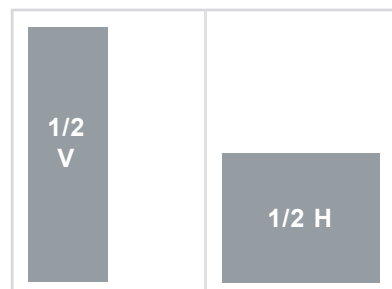
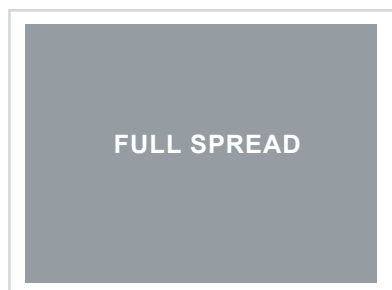
## Requirements

- 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 admissions, 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](mailto:adops@cqrollcall.com).

# Roll Call Newspaper Print Ad Specs 2019



## Main Spreads

(no bleeds)

<b>Full Spread</b>	21.3" x 14"
<b>Full Page</b>	10.25" x 14"
<b>1/2 Vertical</b>	6" x 13.5"
<b>1/2 Horizontal</b>	10.25" x 7"
<b>Cover Tile</b>	1.8" x 3"
<b>Ribbon</b>	10.25" x .75"

## Paper for Roll Call

- 35# Groundwood
- Brightness 80
- SFI-certified

## 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 4pt and smaller, and type under 8pt, should be reproduced as one color only. Do not build as process color.
- Preferred 4-color maximum film dot density as 220%.
- Type reversed out of a four-color background must be 12pt 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.

## Submission

Please submit .PDF/X-1a compatible ads by emailing files to [adops@cqrollcall.com](mailto:adops@cqrollcall.com).

# CQ Roll Call

## Print Ad Info 2019



### General Advertising Guidelines

- CQ Roll Call is not responsible for errors or omissions of any advertising materials provided by advertisers or agencies after the closing dates
- When an advertisement might be mistaken for new matter, the word “Advertisement” must appear centered above the copy for each page of advertising in a minimum 8pt 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
CQ 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 email [adops@cqrollcall.com](mailto:adops@cqrollcall.com)
- Call your account executive about fast-close opportunities and the most up-to-date information on deadlines.

### Contact Us

#### Advertise with us:

Email us at [advertisingdept@cqrollcall.com](mailto:advertisingdept@cqrollcall.com)

Click here for more info  
<https://cqrollcall.com/advertise/contact>

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#### Send assets to:

Email us at [adops@cqrollcall.com](mailto:adops@cqrollcall.com)

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#### Mailing Address:

ATTN: Advertising Department  
1201 Pennsylvania Avenue  
6th Floor  
Washington, D.C. 20004