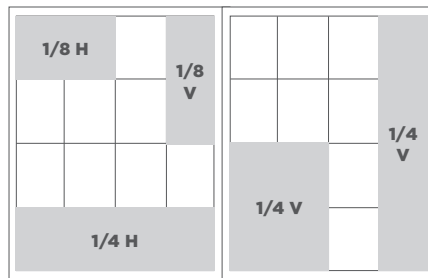
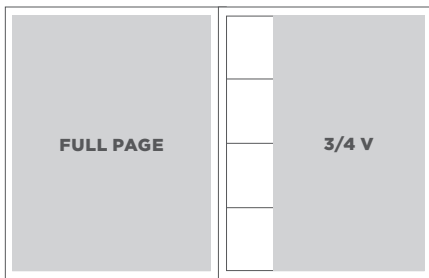
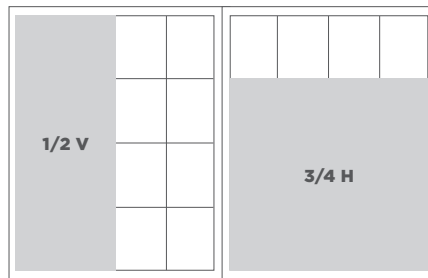
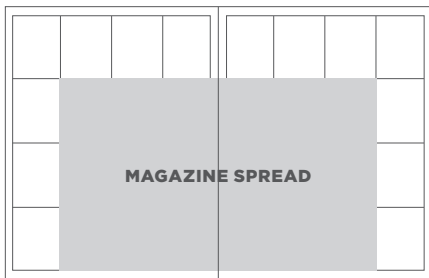
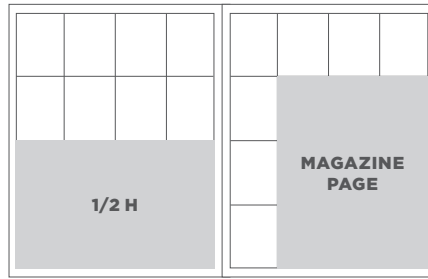
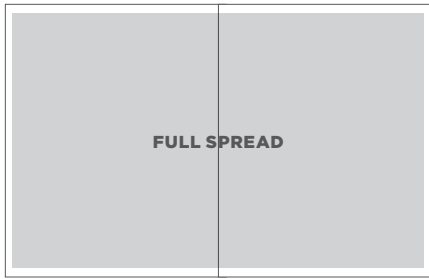


PRINT AD SPECIFICATIONS FOR ROLL CALL.



MAIN SECTION

(No bleeds)

FULL SPREAD	20" x 14"
MAGAZINE SPREAD	15" x 10.125"
FULL PAGE	9.5" x 14"
3/4 VERTICAL	7" x 13.5"
3/4 HORIZONTAL	9.5" x 10.125"
MAGAZINE PAGE	7" x 10.125"
1/2 VERTICAL	4.625" x 13.5"
1/2 HORIZONTAL	9.5" x 6.625"
1/4 STANDARD	4.625" x 6.625"
1/4 VERTICAL	2.25" x 13.5"
1/4 HORIZONTAL	9.5" x 3.25"
1/8 VERTICAL	2.25" x 6.625"
1/8 HORIZONTAL	4.625" x 3.25"

SPECIAL SECTION

FULL PAGE

Live:	9.5" x 14"
Trim:	10.75" x 15.5"
Bleed:	10.75" x 16"

FULL SPREAD

Live:	20" x 14"
Trim:	21" x 15"
Bleed:	21.5" x 15.5"

• Specialty placements available.

REQUIREMENTS

- Digital files only.
- A print optimized pdf with all fonts and graphics embedded is required.
- A color proof must accompany all four-color ads. Newsprint stock will provide the most accurate match.
- Submit ads to: trafficmanager@cqrollcall.com.
- Resolution: 100 dpi halftone
200 dpi four-color
600 dpi line art
- All four color images 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.
- Type reversed out of a four-color background should be 12 pt or larger and bold.
- All materials should allow for a 30% dot gain on press.
- Roll Call does not float fractional ads. Ads must be built to the specific sizes above.
- Roll Call reserves the right to add a hairline border to art.
- Roll Call's main section does not allow for bleeds.