

THE CATHOLIC NORTHWEST PROGRESS

PRODUCTION SPECIFICATIONS

FORMAT: Tabloid, four columns, printed offset on newsprint

FULL PAGE (width x depth, no bleeds): 10" x 14"

ONE COLUMN (width): 2.375"

TWO COLUMNS (width): 4.9167"

THREE COLUMNS (width): 7.4583"

FOUR COLUMNS (width): 10"

ADVERTISER PREPARED ADS

Preferred: Adobe Acrobat PDFs, 100% to size, 200 dpi resolution in optimized CMYK or Grayscale format only. Do not use RGB or spot color. Screens: 85-line, 1200 dpi.

Also accepted: to-size layouts in InDesign CS, include all postscript fonts (printer and screen), images in TIFF format, or camera-ready art to size. Contact advertising department for other options.

Ad reservation must be received by 5p.m. Tuesday of prior week. Advertiser-prepared ads must be received by 5p.m. Thursday of prior week.

Note: Please avoid fine typefaces and smaller type sizes to assure readability, especially in color ads. Choose no more than two CMYK colors for color builds to minimize registration problems on newsprint stock.

Contact:

206-382-2075

advertising@seattlearch.org

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