

CQ-ROLL CALL GROUP PRINT AD INFORMATION.

MATERIAL DELIVERY

CQ-Roll Call Group
 ATTN: Advertising Department
 50 F St. NW, Suite 700
 Washington DC 20001
 Fax: 202-824-0901
 CQ Print Products: 202-824-6812
 Roll Call Print Products: 202-824-6813

FTP

- Contact your account executive for FTP instructions.
- Once ad is posted, fax copy to: 202-824-0901
 ATTN: Advertising Department
- E-mail file name to: advertise@cqrollcall.com.
- FTP preferred, however advertisers may also e-mail files to: advertise@cqrollcall.com. Include your account executive on the e-mail.

PRINTING INFORMATION

BINDING

Saddle-stitched

PAPER FOR CQ WEEKLY

- 100#T Montauk Gloss Coated for cover
- 60#T Montauk Dull Coated for text

PAPER FOR CQ TODAY

- 50#T Votopake Uncoated
- Brightness: 96
- Opacity: 92

PAPER FOR ROLL CALL

- 30# Newsprint
- 27-30% recycled

GENERAL ADVERTISING GUIDELINES

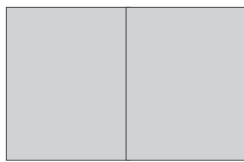
- CQ-Roll Call Group is not responsible for errors or omissions in any advertising materials provided by advertisers or agencies after the closing dates.
- When an advertisement might be mistaken for news matter, the word "Advertisement" must appear centered above the copy for each page of advertising 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 Group reserves the right to refuse all advertising from any person or organization that has failed to meet our standards.
- CQ-Roll Call Group does not accept or reject advertising based on the point of view expressed in the advertisement.

DEADLINES			
PUBLICATION	PUBLISHED	SPACE RESERVATION	MATERIAL DUE
CQ Weekly	Mon	Mon week prior to issue	Wed prior to issue
CQ Today	Each weekday Congress is in session	By noon two days prior to issue	By noon two days prior to issue
Roll Call (Main Section)	Mon-Thu	By noon three days prior to issue	2 business days prior to issue
Roll Call (Special Section)	Usually Mon	Tue prior to issue	Wed prior to issue

- *Under certain circumstances, deadlines can be extended. Call 202-824-6812 for CQ print products, 202-824-6813 for Roll Call print products or e-mail advertise@cqrollcall.com.*
- *Call your account executive about fast-close opportunities and the most up-to-date information on deadlines.*

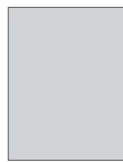
PRINT AD SPECIFICATIONS FOR CQ WEEKLY AND CQ TODAY.

DIMENSIONS



SPREAD

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



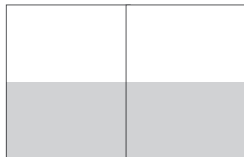
FULL PAGE

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



CQ TODAY FRONT PAGE SPONSORSHIP BOX

2.46" x 1.5"



1/2 PAGE HORIZONTAL SPREAD

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



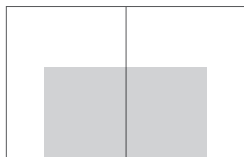
1/2 PAGE HORIZONTAL

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



1/3 PAGE VERTICAL

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



FIREPLACE

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



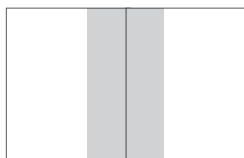
2/3 PAGE VERTICAL

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



1/3 PAGE HORIZONTAL

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



CENTER VERTICAL

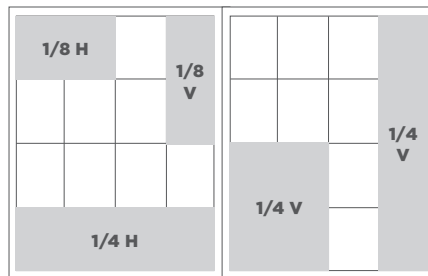
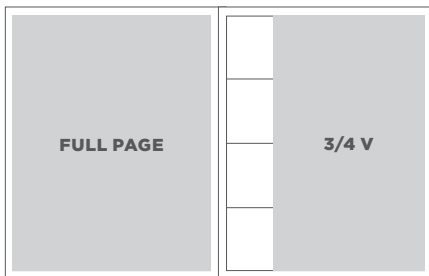
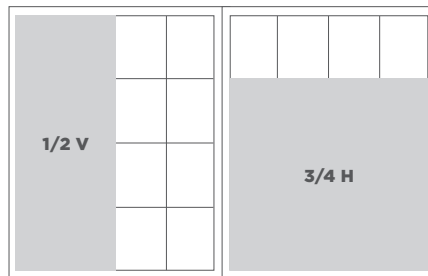
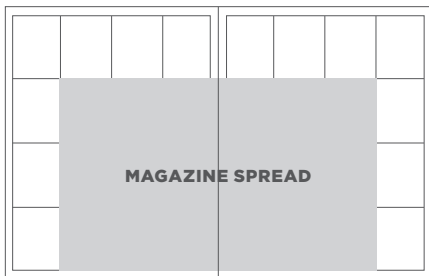
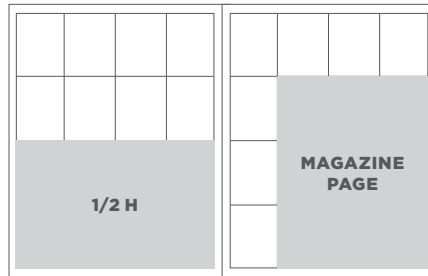
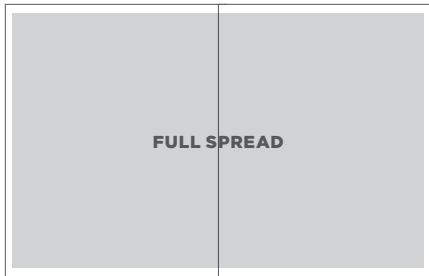
Live: 5.2" x 10"
Trim: 5.2" x 11"
Bleed: 5.2" x 11.25"

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.
- FTP is preferred for ad submissions, however advertisers may also e-mail files to: advertise@cqrollcall.com.

- Ads created for CQ Weekly and CQ Today may be used in either publication.
- Specialty placements available.

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.