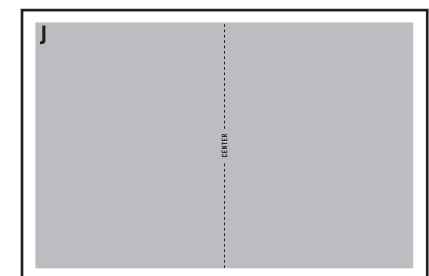
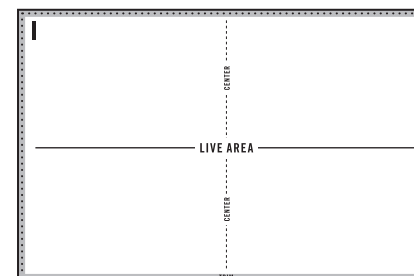
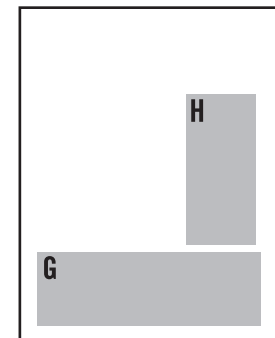
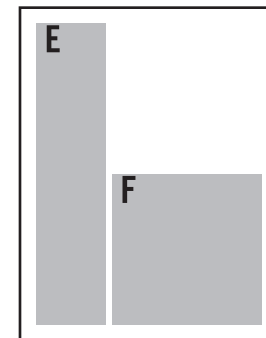
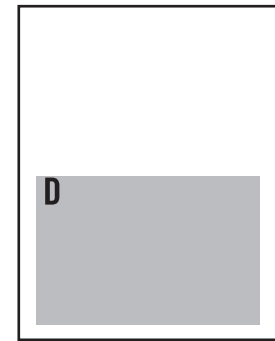
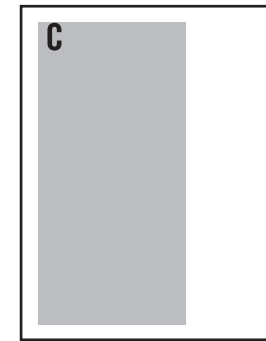
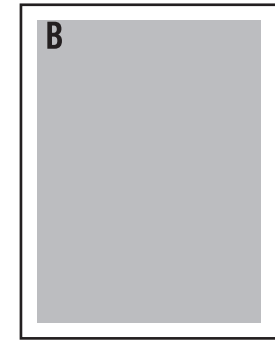
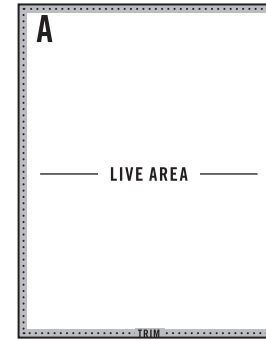


Print Advertising SIZES

DISPLAY SIZE		WIDTH	DEPTH
Full-page, bleed	A	8.9861"	11.3611"
Full-page, trim		8.5"	10.875"
Full-page, non-bleed	B	7.5"	9.875"
2/3-page	C	4.9433"	9.875"
1/2-horizontal	D	7.5"	4.8456"
1/3-vertical	E	2.3867"	9.875"
1/3-square	F	4.9294"	4.8178"
1/4-horizontal	G	7.5"	2.4228"
1/6-vertical	H	2.3867"	4.8525"
Centerspread, bleed	I	17.48611"	11.3611"
Centerspread, trim		17"	10.875"
Centerspread, non-bleed	J	16"	9.875"



Print Advertising SPECIFICATIONS

PREMIUM ADVERTISING

PREMIUM AD SIZE All premium ads will be a full-page, bleed. See Rates and Sizes for dimensions.

PREMIUM POSITIONS AND COSTS Back Cover – Premium Cost: add 15%
Inside Front Cover – Premium Cost: add 10%
Inside Back Cover – Premium Cost: add 10%
Pages 4 and 6 – Premium Cost: add 5%

PREMIUM PAPER Inside front cover, inside back cover and back cover premium ads will be printed on 70# coated paper. Pages 4 and 6 premium ads will be printed on 45# coated text paper.

MAGAZINE INSERTS

Magazine inserts are available at \$55 per thousand. Specifications on request.

MECHANICAL SPECIFICATIONS

PAPER Inside pages will be printed on #45 coated text paper. Cover will be printed on 70# coated paper.

TRIM SIZE 8.5" x 10.875" (*size of the finished magazine page*)

LIVE SIZE 7.5" x 9.875" (*in case of a press shift, all items in this area will be printed*)

MATERIALS Adobe PDF should be made to exact size with press-quality settings (no crop or registration marks). Adobe InDesign packaged with fonts and links. Adobe Illustrator with type converted to outlines and saved as EPS. Adobe Photoshop saved as a PDF with press-quality settings.

FONTS All fonts must be embedded on PDFs.

BORDER If an ad does not include a border, a 0.5 pt black border will be added.

COLOR All ads are full color. Convert colors to CMYK build. Spot colors are not allowed in ads. Minimum of 300 dpi.

NO COLOR Black-and-white line art must be saved at 600 dpi bit map. All black color must be 100% black, no 4-color black.

SUBMISSIONS Submit files electronically to your Account Manager.

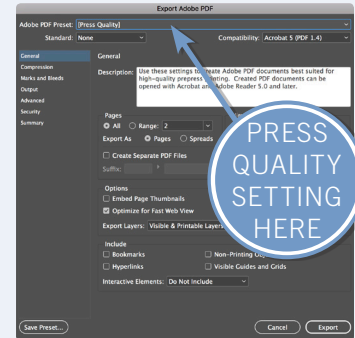
DEADLINE Space reservations are due by noon on the Tuesday prior to the print-ready date and creative materials are due by noon on the Friday prior to the print-ready date, unless stated otherwise. Contact your Account Manager or Editorial Calendar.

? **Questions?** Contact your Catholic Review advertising manager today at **443-524-3150**

TOP 5 COMMON ERRORS EXPLAINED

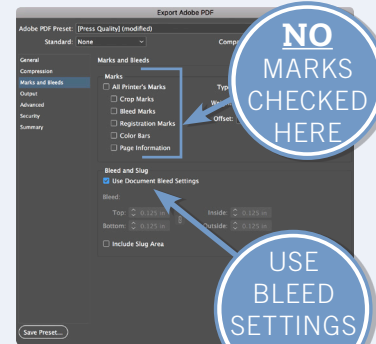
1 Exporting your ad correctly can help resolve most common errors.

We prefer a **PDF** created from InDesign. To properly export a file for a print-ready PDF, please follow these steps. Use the **PRESS QUALITY** setting, this will fix resolution problems that can happen from using the wrong flattening settings, it will also convert color to CMYK.



2 Printer Marks

To ensure your ad appears in print properly, please **DO NOT** export your file using any **MARKS**. If a file is sent to us with marks, we will need to manually alter the file and crop out any printer marks which may crop out important information you would like included in your ad.



3 Bleed Settings

This applies only to **FULL-PAGE, BLEED** and **CENTERSPREAD, BLEED** only. Please don't forget to export with the bleed setting on and set to **0.125"**.

4 Image Resolution

All images should be **300 DPI**. Do not enlarge 300 DPI images more than 100% as this will result in a low-resolution image. The Catholic Review will print low resolution only with client approval, understanding the image may not print clear and crisp.

5 Color

The Catholic Review prints in **4-COLOR PROCESS** known as **CMYK**; **C**yan, **M**agenta, **Y**ellow, **B**lack. Please convert RGB and spot colors to CMYK before creating and sending a PDF.