NATIONAL CATHOLIC REPORTER
THE INDEPENDENT NEWS SOURCE

PRINT AD SIZES & SPECS

2/3 — 3 col. (7.75″) x 10″

1/2 — 4 col. (10.4375″) x 7.5

1/2 — 2 col. (5.125″) x 14.5″

1/4 / **1/4** — 2 col. (5.125″) x 7.5″
1 col. (2.4375″) x 14.5″

1/6 / **1/6** — 2 col. (5.125″) x 5″
1 col. (2.4375″) x 10″

1/3 — 2 col. (5.125″) x 10″

1/8 / **1/8** — 2 col. (5.125″) x 3.75″
1 col. (2.4375″) x 7.5″

1/12 / **1/12** — 2 col. (5.125″) x 2.5″
1 col. (2.4375″) x 5″

PREFERRED SOFTWARE APPLICATIONS FOR CREATING PRINT DISPLAY ADS:
• QuarkXPress   • Adobe PageMaker   • InDesign   • Adobe Illustrator

FULL COLOR ADS:
CMYK is the process for "spot" or full color ads. See the rate card for full color and spot color rates.

BLACK AND WHITE ADS:
Black and white or grayscale images must be formatted as 100% black ink. To achieve an ad with 100% black font, the ad should be created using one of the software programs listed above.

DESIGN SERVICES:
We have a freelance designer who can create your display ad. Rates range from $35 to $150.

FILE COMPONENTS REQUIRED WITHIN THE DESIGN OF THE AD:
Font files should be embedded into the design and file format or the printing press may substitute the font you used to design your ad with one that is the best possible match. We prefer 250 dpi PDF files.

SUBMISSION OF DISPLAY ADS:
Display ads should be submitted in PDF file format. Display ads are due three weeks prior to the issue date. "Listing" display ads are due three weeks prior to the issue date.

Kim Rea
Advertising Director
816-968-2216
krea@ncronline.org