



# Print Specifications

## Ad Submission

The Observer is happy to work with clients to ensure customer satisfaction and results. If you are not able to create your own display ad, our talented creative team can customize your message for our readers across the Diocese of Rockford.

**If you have camera ready art, we request materials be submitted using the following guidelines.**

### Material Specifications for Camera Ready Ads

- Please submit ads materials in MAC or PC format using Adobe InDesign or Illustrator.
- High-resolution PDF files are required.
- PDF files should be set at 300 resolution (dpi) and/or 150 (lpi).
- **Graphics** must be furnished in .jpg or .tif format.
  - DO NOT EMBED GRAPHICS in the document.
  - Graphics must be furnished as attachments.
  - All fonts must be embedded in all files.
- **Photos** should be original .jpg format from the camera with a dpi of 72.
  - Scanned images should have a resolution of at least 200 dpi.
  - For best reproduction, please send uncropped, full size photos.

### Layouts in Microsoft WORD format

- Microsoft Word may be used as layout suggestions. However, ad will be recreated in our software using your supplied graphics and text, which must be included.
- Do NOT embed photos in Microsoft Word or any other word processing program. Send separate JPG attachments.

### CD Delivery

Please address all advertising materials to:

The Observer  
555 Colman Drive  
P. O. Box 7044  
Rockford, IL 61125



### EMAIL Submissions

[observer@rockforddiocese.org](mailto:observer@rockforddiocese.org)

Send materials self-extracting, stuffed, zipped or PDF files no greater than 2mb.

Please note in the subject field: *The Observer, customer name, run date and ad size.*

### Questions for technical assistance?

Please contact Gary Haughton at 815-399-4300 or via email at [observer@rockforddiocese.org](mailto:observer@rockforddiocese.org).

## 2017 Publishing Schedule/Editorial Calendar

	SENIORS	FAMILY	YOUTH	JUNIOR OBSERVER	
<b>January</b>	6 <del>No Paper</del>	13	20	27 Catholic Schools Week Prayer Calendar	
<b>February</b>	3 Lent	10 St. Valentines, Lent	17 Lent	24 Liturgical Calendar, Lent	
<b>March</b>	3 Lent	10 Personal Finance, Lent	17 Lent	24 Prayer Calendar, Easter Greetings, Lent	31 <del>NO Paper</del>
<b>April</b>	7 Easter Greetings	14 Retreats	21 Colleges/Vocations	28 Stewardship, Prayer Calendar, <b>FULL RUN 90,000</b>	
<b>May</b>	5	12 Bishop Malloy 5th Anniversary Issue	19	26 Jubilarians, Pre-ordination, Prayer Calendar	
<b>June</b>	2 Salute to Grads	9 Home Improvement	16	23 Liturgical Calendar	30 <del>NO Paper</del>
<b>July</b>	7 Retirement/ Assisted Living	14 Identify Theft Awareness	21	28 Prayer Calendar	
<b>August</b>	4	11 Back to School	18 Retreats	25 Prayer Calendar	
<b>September</b>	1	8 Autumn Fun	15	22 Prayer Calendar	29 <del>NO Paper</del>
<b>October</b>	6	13	20 Colleges/Vocations	27 All Souls/All Saints, Prayer Calendar	
<b>November</b>	3	10	17	24 Personal Finance, Prayer Calendar, Advent	
<b>December</b>	1 Advent	8 Advent	15 Christmas, Advent	22 Prayer Calendar, Advent	29 <del>NO Paper</del>

**Ad Space Deadline:** The Tuesday of the prior week in which ad will appear; 10 days prior to publication date.

### When to advertise?

Schedule your ads each week to reach your targeted audience. Repetition, consistency and timing will provide you with the best return on your investment. We devote stories with specific interest to three age-specific categories each month:

- **Seasoned Observer:** First issue of the month focuses on seniors, baby boomers and up.
- **Forever Family:** Second issue of the month focuses on family from conception to natural death.
- **Young Observer:** Third issue of the month focuses on youth - high school, late teens, mid-twenties.

Editorial content in the remainder of each issue provides a full range of articles and photos our readers have told us are pertinent to them.

The engagement and enthusiasm of our readers is definitely a value-added opportunity for you, the advertiser.