

THE OBSERVER

Official Newspaper of the Catholic Diocese of Rockford

555 Colman Center Drive, P. O. Box 7044
 Rockford, IL 61125
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Advertising contact: Kevin McCarthy
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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

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.

2021 Publishing Schedule/Editorial Calendar

	SENIORS	FAMILY	YOUTH	JUNIOR OBSERVER	
January	8	15	22	29 Prayer Calendar	
February	5	12	19 Lent, Ash Wednesday	26 Prayer Calendar, Lent	
March	5 Lent	12 Lent, Personal Finance	19 Lent	26 Prayer Calendar, Lent Be Reconciled	
April	2 Lent (Holy Week) Easter (4/4)	9 Retreats	16 Colleges/Vocations	23 Stewardship, Prayer Calendar Full Circulation-90,000	30 No Paper
May	7	14	21	28 Prayer Calendar	
June	4 Priests & Transitional Deacons	11 Salute to Grads	18	25 Prayer Calendar	
July	2 Retirement/Assisted	9	16	23 Prayer Calendar	30 No Paper
August	6	13 Back to School	20 Retreats	27 Prayer Calendar	
September	3	10	17	24 Prayer Calendar	
October	1 Ordinations	8	15 Colleges/Vocations	22 All Souls/All Saints Prayer Calendar	29 No Paper
November	5	12	19	26 Advent/Christmas Greetings Prayer Calendar	
December	3 Advent	10 Advent	17 Advent/Christmas Greetings	24 Christmas Prayer Calendar	31 No Paper

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.