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: Jill Bonk
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Print Specifications

Ad Submission

THE OBSERVER
Official Newspaper of the Catholic Diocese of Rockford

Seventeen Permanent Deacons Ordained

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.

2023 Publishing Schedule/Editorial Calendar

	SENIORS	FAMILY	YOUTH	JUNIOR OBSERVER	
January	6	13	20	27 Catholic Schools - Prayer Calendar	
February	3 Lent Begins	10	17	24 Prayer Calendar	
March	3	10	17	24 Prayer Calendar	31 No Paper
April	7 Good Friday (4/6) Easter (4/9)	14 Colleges/Vocations	21	28 Annual Appeal, Prayer Calendar Full Circulation-90,000	
May	5 Mothers' Day	12	19	26 Prayer Calendar	
June	2 Ordination preview	9 Ordination coverage Salute to Grads/Dads	16 Priest/Nuns Jubilarians	23 Prayer Calendar	30 No Paper
July	7	14	21	28 Prayer Calendar	
August	4	11 Back to School	18 Retreats	25 Prayer Calendar	
September	1	8	15	22 Prayer Calendar	29 No Paper
October	6 Respect Life Month	13	20 Colleges/Vocations	27 All Souls/All Saints Prayer Calendar	
November	3	10	17	24 Advent Begins, Thanksgiving, Season of Giving, Prayer Calendar	
December	1 Advent	8 Advent	15 Advent/Christmas Greetings	22 Christmas Greetings Prayer Calendar	29 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 valueadded opportunity for you, the advertiser.

Contact Jill Bonk at 815-399-4300, ext. 419 or email jbonk@rockforddiocese.org