

The Catholic Sun

Ad Mechanicals/Production Guide

ROP Display

Max column depth:
74p6 – 12.417"

Full page ad:
max area: 60p x 74p6
10" x 12.417"

Half page ad (horizontal):
max area: 60p x 37p6
10" x 6.25"

Ads 11 inches or more will be billed
for 12³/₄" inches in depth.

ROP Display

1 col	11p	–	1.833"
2 col	23p3	–	3.875"
3 col	35p6	–	5.917"
4 col	47p9	–	7.958"
5 col	60p	–	10"

Classified Display

Classified pages have 6 columns,
column measurements are different
from ROP:

1 col	8p11.5	–	1.4931"
2 col	19p2	–	3.1944"
3 col	29p4.5	–	4.8958"
4 col	39p7	–	6.5972"
5 col	49p9.5	–	8.2986"
6 col	60p	–	10"

- We can accommodate the following programs:
 - Adobe Creative Suite CS2[®] – InDesign, Photoshop, Illustrator
 - Adobe Acrobat Professional[®] (v.7)
 - Microsoft Word 2004[®]
- All art/support files/PDFs **must be built in CMYK mode.**
PMS colors, special spot inks or RGB files are not accepted.
Spot colors are accepted as PROCESS spot only.
- We accept files saved as high resolution, in the following formats:
eps, tiff, jpeg, or PDF
- **Grayscale or 4/c color art:**
300 ppi maximum (200 ppi minimum).
Line art:
600 ppi minimum.
- We can accept ads on CD-ROM.
 - Please remember to include your fonts and packaged/collected art.
 - A laser print out of the document/advertisement must accompany disk.
- Files can be e-mailed to your Sales Representative
 - Maximum size 10MB, use subject line to identify content.
 - A fax of the document/advertisement must accompany the e-mailed file.
- Files can also be uploaded to **The Catholic Sun FTP** site at:
 - <http://files.catholicsun.org/>
 - A fax of the document/advertisement must accompany the uploaded file.

If you have any questions or concerns regarding the production specs, please contact your Sales Representative.