

The Arlington
Catholic Herald

Twenty-one counties. Sixty-eight parishes. One faith.

The Arlington Catholic Herald offers copywriting and award-winning ad design at no additional charge. You can send us the copy for your ad and we will design it according to your specifications.

Production Guidelines:

Herald Page Dimensions:

- Height - 13.25", Width - 9.5"
- Advertisements measuring 11.5" or 160 agate lines or more in depth will be billed at 189 agate lines.

Submitting Artwork/Photos:

- Submit all images at 300 dpi (high-resolution)
- Web quality artwork/photos saved at 72 dpi (low-resolution) are *Not Acceptable* for print.
- *Quality is best when original artwork/photos are submitted.*

Submitting Print-Ready Ads:

- Submit all digital files on CD or via Email.
- Acceptable File Formats : .jpg, .tif, .eps, .pdf**

All ads should be created to dimension.

Herald Ad Dimensions:

Columns	Width		
1	1.44"	4	6.28"
2	3.05"	5	7.89"
3	4.66"	6	9.50"

****PDF Submissions**

- While SAVING the .PDF in a graphic software program:
 - We recommend using "PDF/X1a:2001" as the default setting for exporting a PDF
 - CLICK ON/CHECK- Embed All Fonts
 - Choose "HIGH RESOLUTION" Transparency Flattener option.
 - All image colors must be in CMYK build
 - All black text should not be in CMYK build, but 100% black
 - All black and white images and text should be converted to grayscale
- (RGB files or files with spot color will not be accepted)*
- The *Catholic Herald* is not responsible for copyright infringement on images provided to us.

Contact:

Advertising

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