

The Arlington  
**Catholic Herald**

Twenty-one counties. Seventy 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 - 13.125", Width - 9.5"
- Advertisements measuring 11.5" or greater will be billed at 13.125"

### Submitting Artwork/Photos:

- Submit all images at 300 dpi (high-resolution)
- Image width should be at least 4 in. for a 3-column (or smaller) size ad, and at least 9 in. wide for a half-page (or larger) size ad.
- 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"
2	3.05"
3	4.66"
4	6.28"
5	7.89"
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

**703/841-2594** • (800) 377-0511 • Fax: 703/524-2782  
advertising@catholicherald.com • www.catholicherald.com