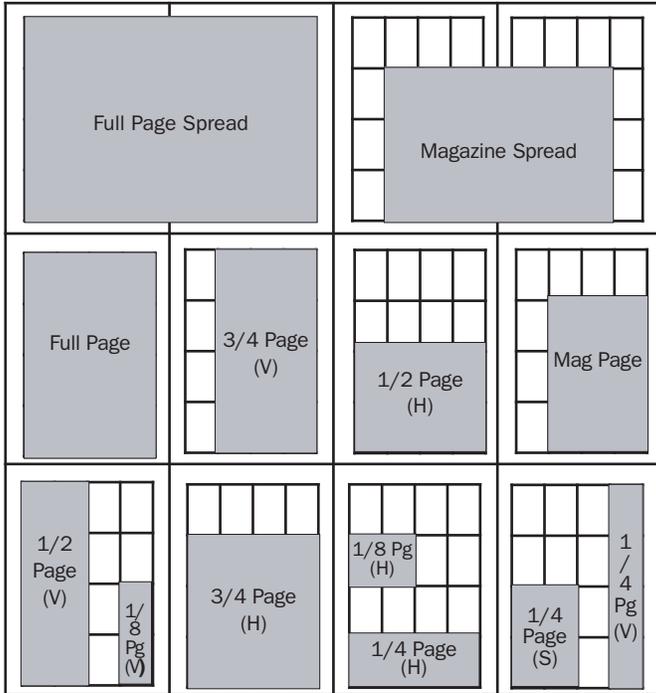




SPECIFICATIONS NUMBER 23 · JANUARY 1, 2007



MATERIAL REQUIREMENTS

ROLL CALL ACCEPTS ONLY DIGITAL FILES.

A service charge will be added to the insertion cost of accounts sending film negatives.

ALL 4-COLOR ADS MUST BE ACCOMPANIED BY A COLOR PROOF. NEWSPRINT STOCK WILL PROVIDE THE MOST ACCURATE MATCH.

DIGITAL REQUIREMENTS

- **For ALL ads** the preferred format is a print optimized pdf file with all fonts and graphics embedded.
- **For FULL PAGE ads** The pdf document size must be set to the trim size **11.375 x 15"** for full page ads and **22.75 x 15"** for full page spread ads.
- **For 3/4 page and smaller ads** the preferred format is a print optimized pdf file with all fonts and graphics embedded.
- It is very important that all black and white images are saved in **grayscale** and that all four color images are saved in **CMYK** color. **No RGB or Pantone color can be used.**
- **Submit ads to rctrffic@rollcall.com, & your account representative.**

MECHANICALS — MAIN SECTION

Specific Sizes	Width In Inches	Height In Inches	Width In Picas	Height In Picas
Full page*	9 ⁷ / ₈	14	59	84
Full page trim**	11 ³ / ₈	15	68 p6	90 p6
3/4 vertical	7 ¹ / ₄	13 ³ / ₄	43 p6	82 p6
3/4 horizontal	9 ⁷ / ₈	10 ¹ / ₄	59	61 p6
Mag. page	7 ¹ / ₄	10 ¹ / ₄	43 p6	61 p6
1/2 vertical	4 ³ / ₄	13 ³ / ₄	28 p6	82 p6
1/2 horizontal	9 ⁷ / ₈	6 ³ / ₄	59	40 p6
1/4 standard	4 ³ / ₄	6 ³ / ₄	28 p6	40 p6
1/4 vertical	2 ³ / ₈	13 ³ / ₄	14	82 p6
1/4 horizontal	9 ⁷ / ₈	3 ¹ / ₄	59	19 p6
1/8 vertical	2 ³ / ₈	6 ³ / ₄	14	40 p6
1/8 horizontal	4 ³ / ₄	3 ¹ / ₄	28 p6	19 p6
Full spread*	21 ¹ / ₄	13	127 p6	84
Full spread trim*	22 ³ / ₄	15	132	96
Mag. spread	16	10 ¹ / ₄	96	61 p6

ROLL CALL'S MAIN SECTION DOES NOT ALLOW BLEEDS.

*THIS IS THE MAXIMUM SIZE OF THE LIVE AREA OF THE AD.

**PLEASE USE THIS AS THE PDF DOCUMENT SIZE.

MECHANICALS — SPECIAL SECTIONS ONLY

Roll Call's Special Feature Sections are stitched and trimmed. In these sections, full page and center spread ads allow for bleeds and differ slightly in size from those in the main section. All other ad sizes are unchanged and cannot bleed.

Specific Sizes	Width In Inches	Height In Inches	Width In Picas	Height In Picas
Full page	9 ⁷ / ₈	14	59	84
Full page bleed	11	16	66	96
Full page trim	10 ³ / ₄	15	64 p6	90
Full spread	20 ⁵ / ₈	14	123 p6	84
Full spread bleed	22	16	132	96
spread trim	21 ¹ / ₂	15	129	90

DESIGN AND REPRODUCTION

Roll Call is not responsible for the print quality of ads that do not meet these specifications:

- **Line Screen must be:**
 - 85 for black and white ads
 - 100 for process color ads
- **Rules** 4 point and smaller and type smaller than 8 points should be reproduced as one color only. Do not build as process color.
- **Type reversed** out of a four-color background should be 12 points or larger.
- **Dot Gain:** All materials supplied should be prepared to allow for a 30% dot gain on press.
- **Bleed:** Roll Call's main section does not allow for bleed.
- **Fractional ads:** Roll Call does not float fractional ads. Ads must be built to the specific sizes above. When live area of ads do not meet specific sizes, we require a hairline border to be added.