Under the “Item” menu, select “Modify”, then “Line” tab. Here you can change the specifications for the rule selected.
Rules Continued

There are eleven default rule “Style:” to choose from. You can also create new ones using the “Dashes & Stripes...” feature.
There are seven default “Line Width:” to choose from or you can type in a special size that you may need. QuarkXPress’ default size is 1pt.

Rule widths can be specified between 0 pt. and 864 pt.

A value of 0 prints as a Hairline rule. When printing to a high-resolution imagesetter (printer) a Hairline rule is .125 pt. When printing to a Laser Printer a Hairline rule is the width of 1 pixel, so the width that prints will depend on the resolution of the laser printer.
Rules Continued

There are five styles of arrowheads that you can add to the ends of a rule.

The direction a line is drawn affects which arrowhead you should use.

The size of the arrow is determined by the point size of the rule.
“Color” and “Shades” can be applied to rules. If the rule is a Dotted, Dash or Lines style the Gap can also have a “Color” and “Shade” applied to it.
In addition to entering text in a text box, you can enter text along a text path.

You can apply any text attributes to text along a path: Typeface, Style, Size, Horizontal or Vertical Scale, Color/Shade and so on.

You can specify how you want the text to appear in relation to the “Text Path” by selecting a “Text Orientation” (used more with the Bezier Text Path option), “Align Text” options and a “Align with Line:” options.