



WE OFFER:

- Rates among the best buys in print media
- A loyal market that patronizes advertisers
- Individual attention by skilled advertising personnel and designers to create the best possible ad campaign for you

PLUS your ad will be included in our on-line electronic edition reaching countless more!



DISPLAY ADVERTISING

Net Open Rate..... \$25.00

Frequency Discount Rates:

- 1 insertion..... \$25.00
- 4 insertions..... \$21.00
- 6 insertions..... \$19.50
- 12 insertions..... \$17.50
- 24 insertions..... \$16.50

Frequency Rate x Height x Columns = Cost of Ad

Column Widths (4-COLUMN PAGE)

- 1 column: 2.25 inches (13p6 picas); 2 column: 4.67 inches (28 picas)
- 3 columns: 7.09 inches (42p6 picas); 4 columns: 9.5 inches (57 picas)

DIRECTORY ADVERTISING

Business Directory

- 13 insertions.....\$22.00 per block
- 24 insertions..... \$18.00 per block

Based on 13p7 pica/2.2639 inch column
 Insertions must be consecutive – 12 insertion minimum

Funeral Directory

- 13 insertions.....\$25.00 per block
- 24 insertions.....\$22.00 per block

Based on 18p4 pica/3.0556 inch column
 Insertions must be consecutive – 12 insertion minimum

Marketplace Directory

- 3 insertion.....\$40.00 per block
- 6 insertions.....\$35.00 per block
- 12 insertions.....\$30.00 per block

Monthly directory - last issue of each month
 Block size is 3 x 1.75 inches

Accepted Ad File Formats:

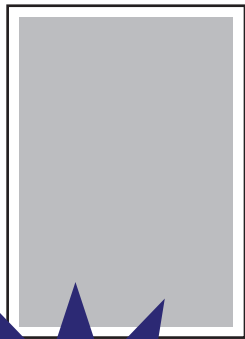
PC format ONLY • Press quality PDFs, JPEG or TIFF files (at least 300dpi) • Adobe Illustrator documents saved as EPS files (all fonts must be outlined) • **Publisher files ARE NOT ACCEPTED** • Ads can be emailed to: ads@catholicspirit.com

General Information:

- All rates quoted net • Printing Process: Offset Screen 85 line
- 4-Color up-charge - \$200 full page, \$100 half page; \$50 quarter page (Format colors CMYK)



Ad Sizes & Rates (open)



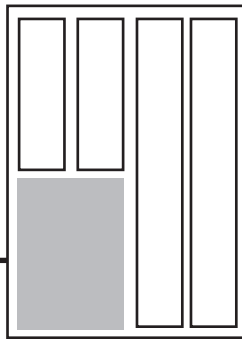
FULL PAGE
9.5 x 11.875 inches

\$ 1187.50



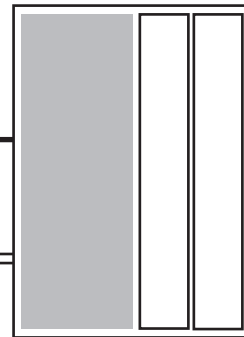
QUARTER PAGE
4.67 x 5.85 inches

\$ 292.50



HALF PAGE
4.67 x 11.875 inches

\$ 593.75



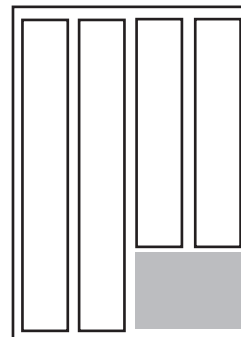
HALF PAGE
9.5 x 5.85 inches

\$ 585.00



EIGHTH PAGE
4.67 x 2.85 inches

\$ 142.50



OTHER SIZES AND CONFIGURATIONS AVAILABLE
AT THE RATE OF \$25.00 PER COLUMN INCH
(ONE COLUMN WIDTH: 13 PICAS — 2.25 INCHES)

4-COLOR SURCHARGE: QUARTER PAGE-\$50; HALF PAGE-\$100; FULL PAGE-\$200



The Catholic Spirit, P.O. Box 191, METUCHEN, NJ 08840

ASK FOR NAN KUBIAN

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ADVERTISING DEADLINE: 8 days prior to issue date