

CATHOLICADVANCE

THE OFFICIAL NEWSPAPER OF THE DIOCESE OF WICHITA

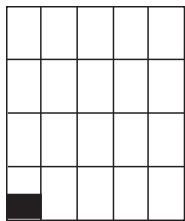


2012

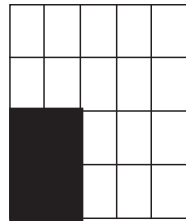
Advertising
Media Kit



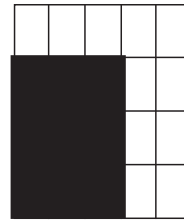
SIZES & RATES



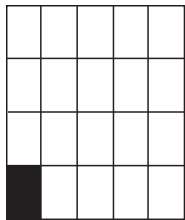
1 col. x 2"
\$25.50



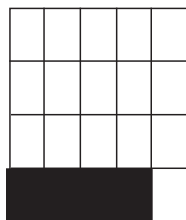
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\$204



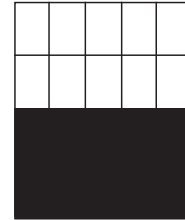
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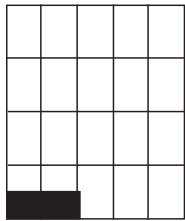
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\$51



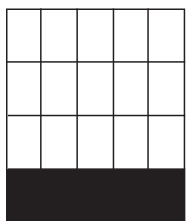
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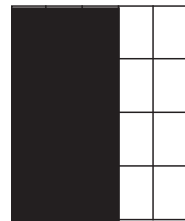
5 col. x 8"
Half page
\$510



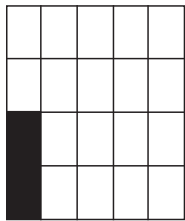
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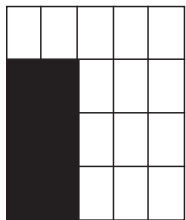
5 col. x 4"
Quarter
page
\$255



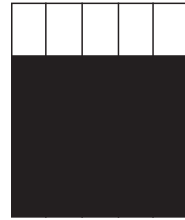
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\$612



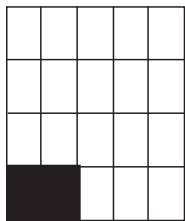
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\$102



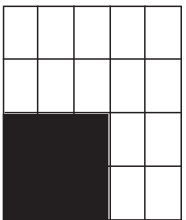
2 col. x 12"
\$306



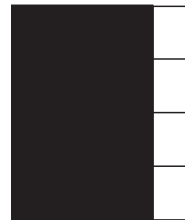
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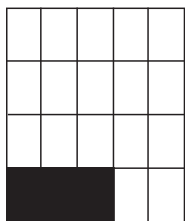
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\$102



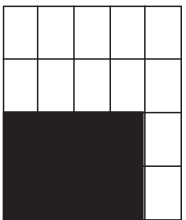
3 col. x 8"
\$306



4 col. x 16"
\$816



3 col. x 4"
\$153



4 col. x 8"
\$408



5 col. x 16"
Full page
\$1,020



RATES

Additional Information

FREQUENCY RATE REDUCTIONS

(placed within 12 consecutive months)

6 insertions	\$12.00 per column inch
12 insertions	\$11.25 per column inch
24 insertions	\$10.40 per column inch

ADDITIONAL CHARGES

Guaranteed Positioning: Positioning of advertisements is at the discretion of the publisher. Guaranteed positions will be charged 25% extra.

Color: Color rates available upon request. Cost is additional \$100

Production: A one-time production fee of \$30 per hour (\$5 minimum) will be charged for ad design and production.

DIOCESAN/PARISH/SCHOOL RATE

\$11.00/per column inch

CONTRACT RATES

All advertising space used within one calendar year will be billed at the rate applicable to space contracted.

If frequency is increased within the contract period so that the advertiser earns a lower rate, adjustments will be made to reflect any credit that may ensue. If the advertiser voluntarily terminates the contract or fails to fulfill the space contracted within the contract period, the advertiser agrees to pay an additional sum equal to the actual rate earned applicable to usage (short rate billing).

NON-CONTRACT RATES

Advertising space purchased without contract is also subject to frequency rate reductions within one calendar year with credit, not rebate, made within such year. The lower rate becomes applicable when earned.

CLASSIFIED ADVERTISING RATES

Classified display rate is \$12.75 per column inch (1 col. inch min).

General classified rate is \$10.00 (min.) for 4 lines. Each additional line is \$1.00. If contracted for four or more times, the charge is 1/2 price.

DISCOUNTS

A 15% commission is given on all rates to advertising agencies.

10% is given to non-profit organizations

Discounts may not exceed 15%



GENERAL GUIDELINES

PRODUCTION

- Tabloid format printed by offset
- 100 line-screen halftone maximum
- Page Size (5 columns) 11.5" x 16"
- Max. Image Size (per page) . . . 10 3/16" (61.5 picas) x 15 1/2"
- Column Widths
- 1-column width 1 7/8" (11.6 picas)
- 2-column width 4" (24 picas)
- 3-column width 6" (36.5 picas)
- 4-column width 8 1/8" (49 picas)
- 5-column width 10 3/16" (61.5 picas)

ELECTRONIC SPECIFICATIONS

- Acceptable Source Applications: TIF or JPG files (300 dpi), PDF files
- Acceptable Physical Media: CD-ROM preferred, please inquire about other sources
- Electronic Delivery: Advertising and attending graphics may be sent via email to: advanceads@cdowk.org
- NOTE: Any camera-ready art that is received will be scanned which may compromise the quality of the advertisement.
- Web-quality art and graphics are not acceptable.

ACCEPTABILITY

- Liquor advertising and political advertising are prohibited
- Events that include but are not limited to raffles and other games of chance (i.e. Casino Nights) must be cleared through the Office of Development before advertising in the Catholic Advance is permitted.
- All advertising is subject to publisher approval. Publisher reserves the right to edit, modify, or reject any advertisement at any time.

DEADLINE

- For display and classified display advertisements, space reservation and copy deadline is 5 p.m. the preceding Friday.
- Classified deadline is noon Monday preceding Friday publication.
- Advertisements canceled after the reservation deadline will be billed at 100%.

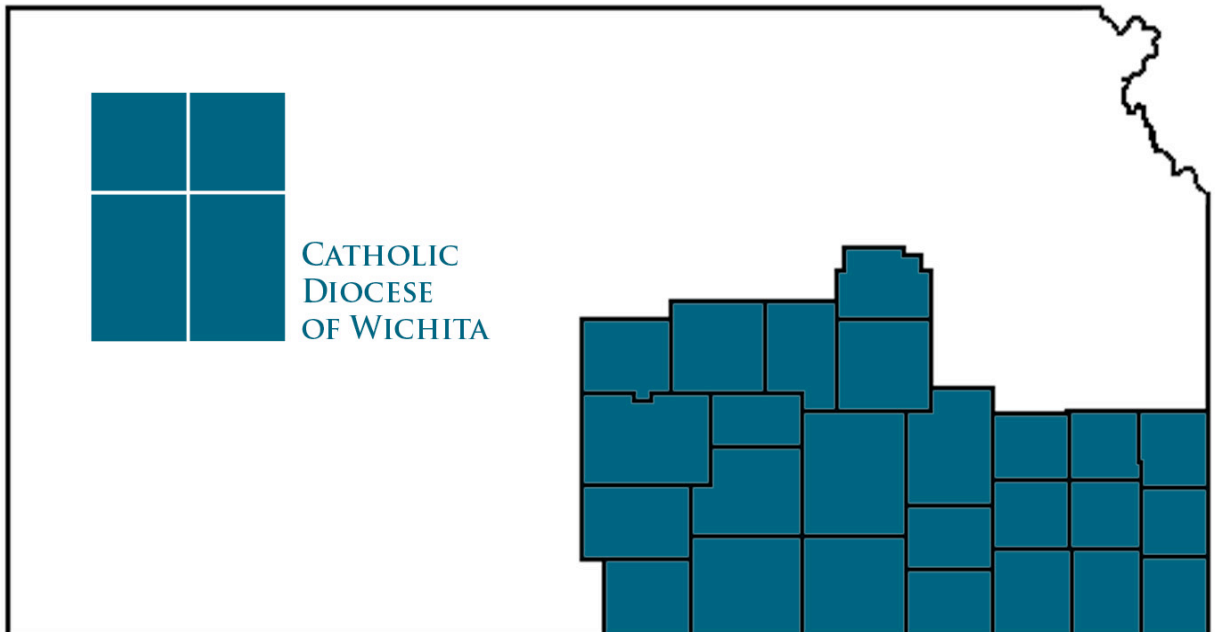
PAYMENT

- Statements for all previous month's advertising will be mailed the first week of each month, and payment is due on or before the last weekday of that same month. No further advertising may be permitted until payment is received in accordance with this policy. Advance payment is required for all out-of-state non-diocesan advertisers and occasional classified advertisers.



CIRCULATION

The Catholic Advance, established April 6, 1901, currently circulates to 37,500 households among 25 counties in the southeast quadrant of Kansas.





2012 CALENDAR

Publication Date	Classified Deadline	Display Deadline
<i>Published the first and third Fridays of the month. Spanish edition included in week three publication.</i>	<i>Classified deadline by Monday noon the week of publication date</i>	<i>Display Deadlines by 5 p.m. Friday prior to publication date.</i>
Jan. 6 Jan. 20	Jan. 2 Jan. 16	Dec. 30 Jan. 13
Feb. 3 Feb. 17	Jan. 30 Feb. 13	Jan. 27 Feb. 10
Mar. 2 Mar. 16	Feb. 27 Mar. 12	Feb. 24 Mar. 9
Apr. 6 Apr. 20	Apr. 2 Apr. 16	Mar. 30 Apr. 13
May 4 May 18	Apr. 30 May 14	Apr. 27 May 11
Jun. 1 Jun. 15	May 28 Jun. 11	May 25 Jun. 8
Jul. 6 Jul. 20	Jul. 2 Jul. 16	Jun. 29 Jul. 13
Aug. 3 Aug. 17	Jul. 30 Aug. 13	Jul. 27 Aug. 10
Sept. 7 Sept. 21	Sept. 3 Sept. 17	Aug. 31 Sept. 14
Oct. 5 Oct. 19	Oct. 1 Oct. 15	Sept. 28 Oct. 12
Nov. 2 Nov. 16	Oct. 29 Nov. 12	Oct. 26 Nov. 9
Dec. 7 Dec. 21	Dec. 3 Dec. 17	Nov. 30 Dec. 14



CATHOLIC ADVANCE

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Advertising Coordinator:	Tracy Winslow
Production Manager:	Donald G. McClane, Jr.
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