



CATHOLIC ADVANCE

THE OFFICIAL NEWSPAPER OF THE DIOCESE OF WICHITA

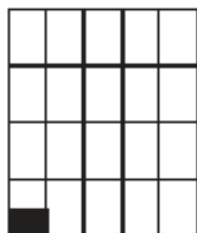


2018 MEDIA KIT

316-269-3968

ADVANCEADS@CATHOLICDIOCESEOFWICHITA.ORG

SIZES AND RATES



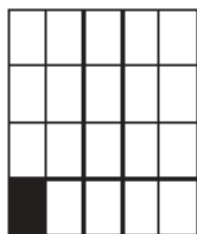
1 col. x 2"
\$26.78



2 col. x 8"
\$214.24



3 col. x 12"
\$482.04



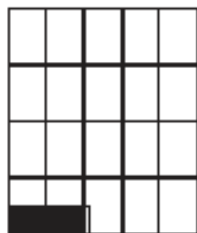
1 col. x 4"
\$53.56



4 col. x 4"
\$214.24



5 col. x 8"
Half page
\$535.60



2 col. x 2"
\$53.56



5 col. x 4"
Quarter page
\$267.80



3 col. x 16"
\$642.72



1 col. x 8"
\$107.12



2 col. x 12"
\$321.36



5 col. x 12"
\$803.40



2 col. x 4"
\$107.12



3 col. x 8"
\$321.36



4 col. x 16"
\$856.96



3 col. x 4"
\$160.68



4 col. x 8"
\$428.48



5 col. x 16"
Full page
\$1,071.20

Frequency Rate Reductions

(placed within 12 consecutive months)

- 6 insertions \$12.60 per column inch
- 12 insertions \$11.81 per column inch
- 24 insertions \$10.92 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: 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 Rates

\$11.55/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 \$13.39 per column inch (1 col. inch min.)

General Classified rate is \$10.50 (min.) for 4 lines.

Each additional lines is \$1.05. 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%

Rates at a Glance

Full Page	\$ 1,071.20	2x12	\$ 321.36
Half Page	\$ 535.60	2x4	\$ 107.12
3x8	\$ 321.36	2x2	\$ 53.56



GENERAL GUIDELINES

CA 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)

CA Electronic Specifications

- Acceptable Source Applications: TIF or JPG files (300 dpi), PDF files
- Electronic Delivery: Advertising and attending graphics may be sent via email to: advanceads@catholicdioceseofwichita.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.

CA 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.

CA 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%.
- *Deadlines subject to change based on holidays or holy days

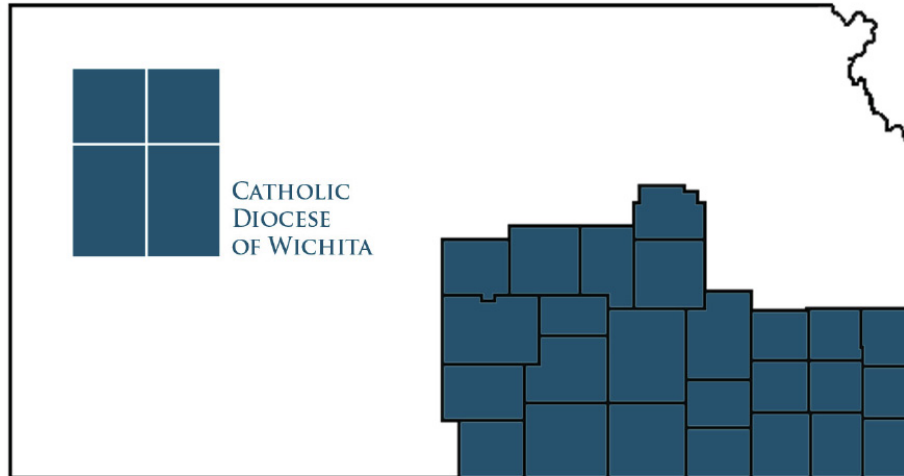
CA Payment

- 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

CA The Catholic Advance currently circulates to approximately 36,000 households among 25 counties in 92 parishes in the southeast quadrant of Kansas.



CATHOLIC ADVANCE

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Wichita, Kansas 67202
(316) 269-3965
Fax: (316) 269-3902
www.catholicadvance.org

Advertising: AdvanceAds@CatholicDioceseOfWichita.org

News: AdvanceNews@CatholicDioceseOfWichita.org

President: The Most Rev. Carl A. Kemme

Editor: Christopher M. Riggs

Business Manager: Bryan Coulter

Advertising Coordinator: Gemma Rajewski

Production Manager: Donald G. McClane, Jr.

Circulation: Megan Real



2018 CALENDAR

PUBLICATION DATE

Published on the first and third Fridays of the month. Spanish edition included in week three publication.

CLASSIFIED LINE DEADLINE

Classified line ads are due Monday noon the week of publication date

DISPLAY & CLASSIFIED DEADLINE

Display & Classified Display Deadlines by 5 p.m. Friday prior to publication date.

Jan. 6 Jan. 19	*Dec. 30 Jan. 15	*Dec. 29 Jan. 12
Feb. 2 Feb. 16	Jan. 29 Feb. 12	Jan. 26 Feb. 9
Mar. 2 Mar. 16	Feb. 26 Mar. 12	Feb. 23 Mar. 9
Apr. 6 Apr. 20	*Mar. 28 Apr. 16	*Mar. 28 Apr. 13
May 4 May 18	Apr. 30 May 14	Apr. 27 May 11
June 1 June 15	*May 25 June 11	*May 25 June 8
July 6 July 20	*June 29 July 16	*June 28 July 13
Aug. 3 Aug. 17	July 30 Aug. 13	July 27 Aug. 10
Sept. 7 Sept. 21	*Aug. 31 Sept. 10	*Aug. 31 Sept. 7
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. 4 Dec. 17	Nov. 30 Dec. 14

*Deadlines changed due to holidays or holy days