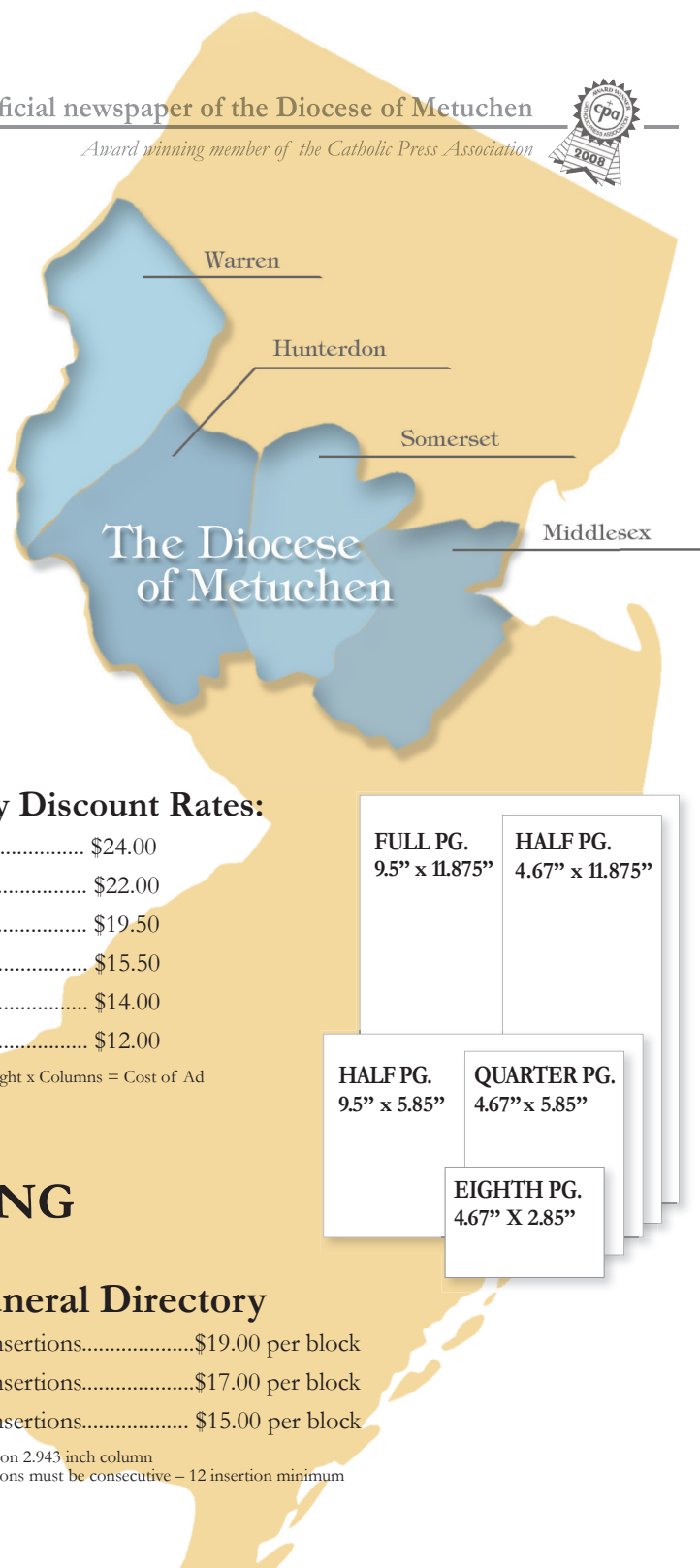




WE OFFER:

- 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



DISPLAY ADVERTISING

Net Open Rate..... \$24.00

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)

Frequency Discount Rates:

- 1 insertion..... \$24.00
- 4 insertions..... \$22.00
- 6 insertions..... \$19.50
- 12 insertions..... \$15.50
- 25 insertions..... \$14.00
- 50 insertions..... \$12.00

Frequency Rate x Height x Columns = Cost of Ad

FULL PG. 9.5" x 11.875"	HALF PG. 4.67" x 11.875"
HALF PG. 9.5" x 5.85"	QUARTER PG. 4.67" x 5.85"
EIGHTH PG. 4.67" X 2.85"	

DIRECTORY ADVERTISING

Business Directory

- 12 insertions.....\$15.00 per block
- 25 insertions.....\$13.00 per block
- 50 insertions..... \$11.00 per block

Based on 2.165 inch column
Insertions must be consecutive – 12 insertion minimum

Funeral Directory

- 12 insertions.....\$19.00 per block
- 25 insertions.....\$17.00 per block
- 50 insertions..... \$15.00 per block

Based on 2.943 inch column
Insertions must be consecutive – 12 insertion minimum

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:

- 4-Color: 25% up charge (Format colors CMYK) • All rates quoted net • Printing Process: Offset Screen 85 line