

# ADVERTISING RATES & INFORMATION 2008

## General Information

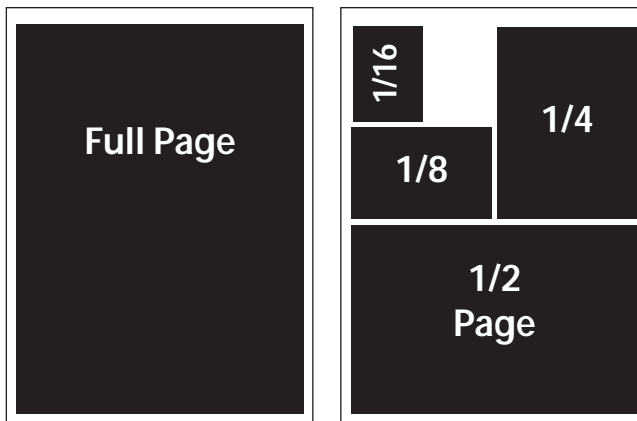
*Arkansas Catholic* is a 16-page weekly tabloid-sized newspaper published 48 Saturdays a year by the Catholic Diocese of Little Rock. Statewide circulation averages 7,500. All advertising is subject to the approval of the publisher.

## Modular Ad Rates

Size	Display Rate
1/16 page ..... (3.5 col")	\$ 44.00
1/8 page ..... (7 col")	\$ 86.00
1/4 page ..... (14 col")	\$162.00
1/2 page ..... (28 col")	\$310.00
Full page ..... (53.4 col")	\$590.00

## Other Rates

- **Marketplace** (1.25 column inches): \$16.00  
On a 12-time agreement, only \$12.00 each  
In every issue (48 times per year), only \$5.00 each
- **Non-modular net rate:** \$13 per column inch
- **Frequency discounts available** under agreement to run 48 times, 24 times, 12 times or 6 times within one year. See our "Frequency Discounts" rate sheet for details. *Discounts require advance scheduling.*  
*All rates are net and noncommissionable.*
- **Add process color:** \$100
- **Pre-printed inserts:** \$55 per thousand for single sheets. Price increases for multiple or oversized pages.
- **Ad layout and design:** For ads needing design, art research, customer materials scanned, conversion from incompatible format or extensive revisions, a one-time set-up charge of up to \$30 will apply. Ads supplied finished, in compatible electronic format, incur no charge.
- **Terms and conditions:** Advertising is accepted only subject to the conditions outlined on our standard ad agreement form. (Ask us to fax you a copy.) A signed agreement is necessary for all ads. Advertising for private adoption, alcoholic beverages, tobacco products or political causes/candidates is not accepted. Advertising contrary to the moral teachings of the Catholic Church is not accepted. We may request ad copy for review in advance of acceptance.



## Modular Sizes

- Marketplace** ... 2.396" wide x 1.25" deep
- 1/16 page** ..... 2.396" wide x 3.50" deep
- 1/8 page** ..... Horizontal: 5.014" wide x 3.50" deep  
Vertical: 2.396" wide x 7.00" deep
- 1/4 page** ..... 5.014" wide x 7.00" deep
- 1/2 page** ..... Horizontal: 10.25" wide x 7.00" deep  
Vertical: 5.014" wide x 13.345" deep
- Full page** ..... 10.25" wide x 13.345" deep

## Mechanical Specifications

- Column 2.396" wide ■ Two columns 5.014"
- Three columns 7.632" ■ Four columns 10.25"
- **Compatible electronic materials** are preferred in all cases. Compatible formats include Macintosh EPS (all type as paths), grayscale TIFF or JPEG (170 dpi to final size) or PDF v1.4 files with all fonts converted to outlines. Please supply a printed proof for reference.  
**We are unable to open or use Microsoft Publisher or WordPerfect files.**
- **Materials may be e-mailed** to [eroberts@dolr.org](mailto:eroberts@dolr.org)
- **Overnight shipments** to  
2500 N. Tyler St., Little Rock AR 72207

## Advertising Calendar

- Space reservation deadline is Monday noon, 10 business days prior to publication date.
- Copy deadline is Wednesday noon, eight business days prior to publication date.

**Contact:** Leslie Henson-Kita, Advertising Manager  
[lkita@dolr.org](mailto:lkita@dolr.org)

# Arkansas Catholic

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P.O. Box 7417 ■ Little Rock, Arkansas 72217-7417 ■ (501) 664-0125 ■ Fax (501) 664-6572