

ADVERTISING RATES & INFORMATION 2010

General Information

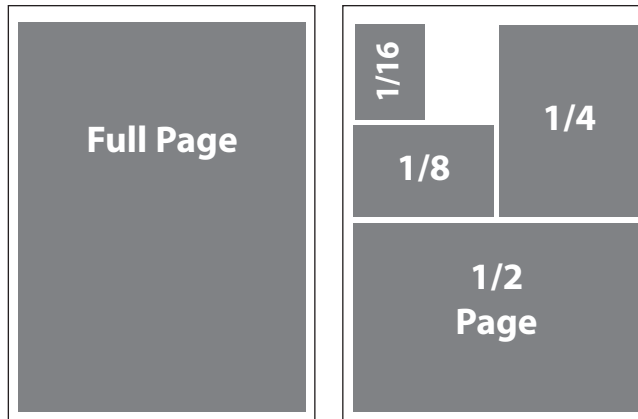
Arkansas Catholic is a 16-page weekly tabloid-sized newspaper published 46 Saturdays a year by the Catholic Diocese of Little Rock. Statewide circulation averages 8,500, with readership over 19,500. All advertising is subject to the approval of the publisher.

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 (46 times per year), only \$5.00 each
- **Non-modular net rate:** \$13 per column inch
- **Frequency discounts available** under agreement to run six or more 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 for full page; \$75 for 1/2; \$50 for 1/4; \$30 for 1/8 or 1/16
- **Pre-printed inserts:** \$55 per thousand for single sheets. Ask for quote on 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 send 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 PDF as a PDF/X-1a file with all fonts converted to outlines, Illustrator CS2 EPS (all type as paths) or JPEG (300 dpi at final size). Please fax 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
- **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,
(501) 664-0125 or e-mail lkita@dolr.org

Arkansas Catholic

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ADVERTISING FREQUENCY DISCOUNTS 2010

Plan ahead and earn savings on your ads.

Discounts are available under an agreement to run a scheduled number of ads within a 12-month period. Artwork may change during the year if the advertiser desires. All ads must run within 12 months.

Modular Sizes	46 times	24 times	12 times	6 times	1 time
Full page (53.4 col")	\$ 294.00	374.00	454.00	481.00	590.00
1/2 page (28 col")	\$ 196.00	238.00	252.00	274.00	310.00
1/4 page (14 col")	\$ 119.00	126.00	137.00	144.00	162.00
1/8 page (7 col")	\$ 63.00	68.00	72.00	77.00	86.00
1/16 page (3.5 col")	\$ 34.00	36.00	39.00	42.00	44.00

Other Sizes

Marketplace (1.25 col")	\$ 5.00	9.00	12.00	14.00	16.00
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■ **Non-modular rate:** \$13 per column inch for one-time ads in non-standard sizes. Call for information about frequency discounts for non-modular ads.

■ **All rates** are net and noncommissionable.

■ **Add process color:** \$100 for full page; \$75 for 1/2; \$50 for 1/4; \$30 for 1/8 or 1/16
Limited availability.

■ **Inserts or Flyers**

1-3 times	\$55 per thousand
4-6 times	\$49 per thousand
7 or more	\$40 per thousand

Based on maximum 8.5" x 14" two-sided insert. Ask for a quote on larger or multiple-page pieces.

■ **Contact** for more information:

Leslie Henson-Kita, Advertising Manager
Phone (501) 664-0125
Fax (501) 664-6572
E-mail: lkita@dolr.org

■ **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 send you a copy.) A signed agreement is necessary for all ads.

Scheduled ads may be modified or rescheduled so long as such changes are made before the deadline for the affected issue. Cancellations made after the deadline will be billed as if the ad had appeared.

If the advertiser does not use the amount of space on which billings have been based within a 12-month period after the first ad appears, the difference between the earned rate and the billed rate will be charged for ads that ran.

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.

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ADVERTISING POLICIES AND TERMS

General Policies

Advertising supports *Arkansas Catholic* and our mission to inform and inspire our readers. To be true to our mission, we must consider the messages carried by advertising in the publication. We are also committed to good stewardship of our resources, by exercising good business practices.

To this end, all advertising is subject to the approval of the publisher. We reserve the right to decline or cancel any advertising found to be unacceptable.

Our standard advertising terms and conditions are designed to reflect customary newspaper practice, offering flexibility to our advertisers while preserving our ability to meet our stewardship obligations.

■ **Terms and conditions:** Advertising is accepted only subject to the terms and conditions outlined on our standard ad agreement form, as follows. A signed agreement form is required for all advertising.

TERMS & CONDITIONS ON THE AGREEMENT FORM:

Please place advertising on my/our behalf according to the information supplied on this agreement.

I understand that I/we will be billed monthly for ads appearing during the month, that payment is due by the 15th of the following month and that a late fee will be charged on past-due accounts.

I understand that I may modify or cancel scheduled ads so long as such changes are made before the deadline for the affected issue. Cancellations made after the deadline will be billed as if the ad had appeared.

If I/we do not use the amount of space on which my billings have been based within a 12-month period after the first ad appears, the difference between the regular rate and the billed rate will be charged for ads that ran.

Arkansas Catholic is not responsible for errors in materials supplied by advertiser, or in ads published according to advertiser's approval. *Arkansas Catholic* shall not be liable for any errors beyond a credit for that portion of an ad found to be error, nor for failure to insert an advertisement.

Arkansas Catholic reserves the right to reject advertising it deems objectionable.

■ **Advertising not accepted:** We do not accept advertising for the following products or subjects:

- ◆ Alcoholic beverages
- ◆ Tobacco
- ◆ Gambling or casinos
- ◆ Private adoption or any adoption agency other than Catholic Adoption Services Inc., the diocesan agency.
- ◆ Political candidates or secular political causes
- ◆ Novena-related ads (*St. Jude, et cetera*)
- ◆ Any ad placed anonymously

We will not accept advertising contrary to the moral teachings of the Catholic Church. We may request ad copy for review in advance of acceptance.



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