

DISPLAY ADVERTISING RATES

Local Open Rate: \$27.50 per column inch (5-column tabloid) for camera-ready ads

Sample Ad Sizes:

Full Page (5 cols. x 14")	\$1,925.00	(70 column-inches vertical)
Half Page (5 cols. x 7")	\$1,072.50	(35 column-inches, vertical or horizontal)
Quarter Page (3 cols. x 7")	\$ 577.50	(21 column-inches vertical)
2 cols. x 5"	\$ 275.00	(10 column-inches vertical)
Minimum size (2 cols. x 2")	\$ 110.00	(4 column-inches, vertical or horizontal)

Color Charges (non-commissionable):

1 spot color	\$ 125.00
2 spot colors	\$ 175.00
4 colors	\$ 250.00

Mechanical Requirements:

- One-column width: 2" or 12 picas
- Two-column width: 4.125" or 25 picas
- Three-column width: 6.125" or 37.3 picas
- Half page: 10 1/2" (63 picas) wide by 7"
- Full page (image size): 10 1/2" by 14"

Advertiser must supply color PDF

PDF: Black/White format preferred. Advertiser is responsible for ads in color. Color must be CMYK. **ADs created in Word Document/Power Point are not acceptable.**

Mechanical Specs: 100 lines screen; 300 resolution

Frequency discount: 15% for annual contract: July 15, 2011 to June 15, 2012

Commissions: 15% to recognized advertising agencies (no "in-house" agencies).

Billing: Prepaid unless approved credit, then Net 10. One-time or first-time advertisers must prepay. No out-of-state credit unless with a recognized advertising agency. Finance charge of 18 percent per year computed monthly for late payments. Fee of \$20 for returned checks.

Pre-printed inserts: \$60 per thousand for single sheet; higher rate for heavier inserts.

Non commissionable.

Discounts: Discounts will be applied to the base rate in the following order:

Annual Contract or agency if applicable. (NOT BOTH).

CLASSIFIED ADVERTISING RATES:

\$ 6.00 per line, prepaid \$18.00 minimum (3 lines)

A line is usually 40-45 characters or 5 to 6 words, depending on word length

\$38.50 per column inch for business classifieds (bordered), maximum width one column.

(15% Discount for annual contract: July 15, 2011 to June 15, 2012)

DEADLINES (*Call as soon as possible for space reservations*):

- Editorial materials: One week prior to publication date.
- Advertising: Wednesday one week prior to publication date.**

Terms and Conditions: *The Texas Catholic* reserves the right to reject any and all advertising which *The Texas Catholic* feels is not in keeping with the publication's standards, policies and principles. *The Texas Catholic* reserves the right to add the word "Paid Advertisement" at the top and/or bottom of, or anywhere within any publication page that in the publisher's sole judgment, too closely resembles editorial pages of the publication. *The Texas Catholic* will not be bound by terms or conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of *The Texas Catholic's* rate card. *The Texas Catholic* is not responsible for the accuracy of any corrections or changes made to any advertiser's materials. Advertisers billed at special discount rates for frequency, but who fail to fulfill the contract, will be billed at sole discretion for the difference to reflect the rate that is actually earned from the date of the first insertion. Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards whether in print or online.

Publication Dates for 2011-2012

July 15	November 25	March 16
August 12	December 16	March 30
September 2 (Back to School)	January 6, 2012	April 13
September 16	January 20 (CSW--Jan. 29-Feb. 4)	April 27
September 30	February 3	May 11
October 14	February 17	May 25
October 28	March 2	June 15 (Graduation)
November 11		

To Place your ad contact Tony Ramirez
tramirez@cathdal.org 214-379-2891 FAX 214-528-3411