

ADVERTISING RATES & INFORMATION 2012

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 7,000, with readership over 15,400. All advertising is subject to the approval of the publisher.

Modular Ad Rates

Size	Display Rate
1/16 page	\$ 46.00
1/8 page	\$ 90.00
1/4 page	\$170.00
1/2 page	\$320.00
Full page	\$598.00

Other Rates

■ Marketplace: \$17.00

On a 12-time agreement, only \$13.00 each
In every issue (46 times), only \$6.00 each in advance

■ Non-modular net rate: \$16 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.

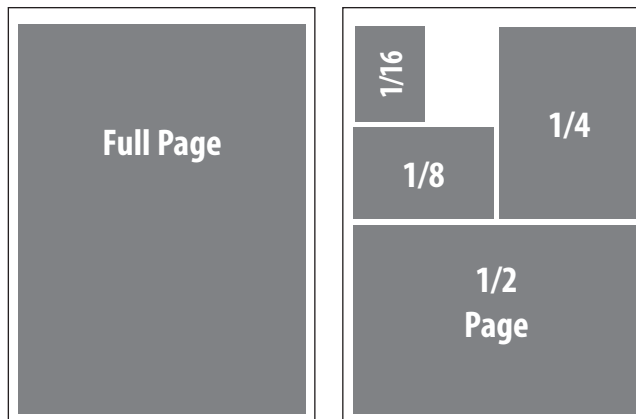
All rates are net and noncommissionable.

■ **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 . . . 2.465" wide x 1.25" deep

1/16 page 2.465" wide x 2.95" deep

1/8 page Horizontal: 5.104" wide x 2.95" deep
Vertical: 2.465" wide x 6.08" deep

1/4 page 5.104" wide x 6.08" deep

1/2 page Horizontal: 10.375" wide x 6.08" deep
Vertical: 5.104" wide x 12.37" deep

Full page 10.375" wide x 12.37" deep

Mechanical Specifications

■ Column 2.465" wide ■ Two columns 5.104"

■ Three columns 7.736" ■ Four columns 10.375"

■ **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



P.O. Box 7417
Little Rock, Arkansas 72217-7417
(501) 664-0125 • Fax (501) 664-6572
www.arkansas-catholic.org