

Catholic customers are looking for you. Make your business easy to find!

Thousands of Catholics in Arkansas will be using the 2009 *Arkansas Catholic Business Directory* for a full year, seeking other Catholics to do business with. Will your company stand out among your competitors? Support your free listing with display advertising and make sure your message gets across.

These low advertising rates for 2009 will deliver your message to all 7,000 *Arkansas Catholic* subscriber families all year long — for as little as 2 cents per household!

FREE bonus newspaper ad — and more!

With your paid ad in the business directory, you'll get a coupon good for a FREE ad in *Arkansas Catholic*, or choose a credit on your existing ad schedule. As a business directory advertiser, you'll also qualify for a discount of 50% off the cost of any three new ads placed in the newspaper. Ask to find out more!

It's fast and easy

Call today and see how we can help you set up your ad. You can place your order over the phone, arrange for ad artwork, and complete the entire process by fax in only a few minutes. Professional design and production at low cost is available to help you get the greatest impact from your ad.

Your prominent appearance in the *Arkansas Catholic Business Directory* will mark you as one of the "good guys" who supports the directory *Arkansas Catholic* readers want.

CALL NOW to stand out in this outstanding publication.

Issue Date: May 9, 2009

Deadlines

- Business listing form deadline (free listing): Feb. 13, 2009
- Ad space reservation deadline: Noon, Feb. 19, 2009
- Ad materials: Noon, Feb. 23, 2009

2009 DISPLAY AD RATES

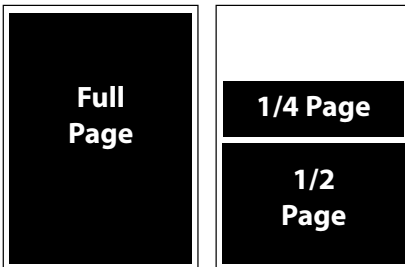
Black & white

1/4 page	\$140.00
1/2 page	250.00
Full page	440.00

Premium position

Inside covers (b&w)	\$470.00
Back page (add blue)	495.00

Ad rates are net. Advertisers must meet listing requirements.



AD SIZES

1/4 page	6.25" w X 2.333" d
1/2 page	6.25" w X 4.833" d
Full page	6.25" w X 9.833" d

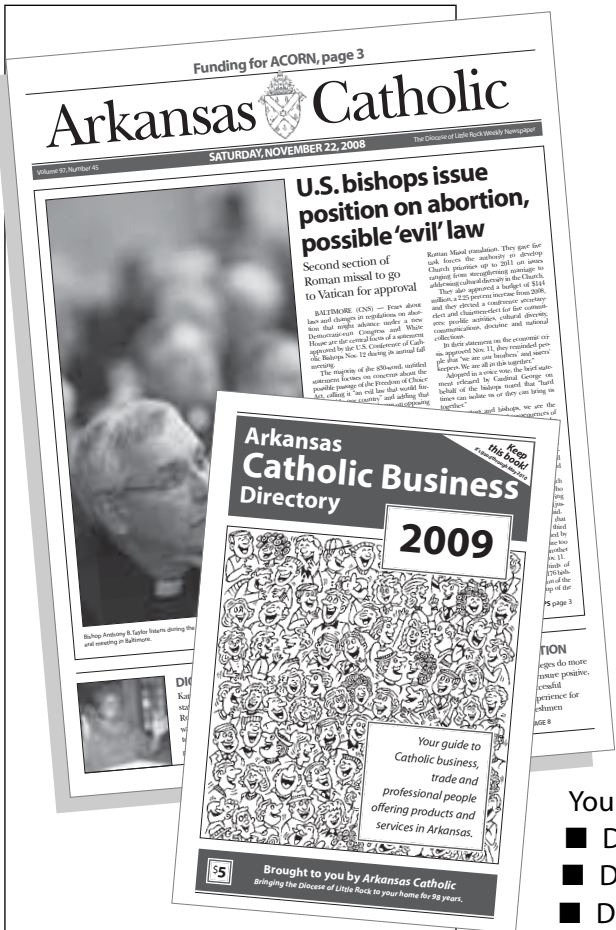
Live area. Bleed not available.

Ad layout/design services available.

Call for details.

Arkansas Catholic P.O. Box 7417
Little Rock AR 72217

For information or to order space in the *Arkansas Catholic Business Directory 2009*, please call Leslie Henson-Kita at (501) 664-0125 or e-mail lkita@dolr.org.



Special offer ONLY for business directory advertisers: Get a FREE ad and 50% off on any three new ads in Arkansas Catholic

As a way of expressing our appreciation for advertising support of the 2009 Arkansas Catholic Business Directory, we're offering business directory advertisers a FREE ad in Arkansas Catholic.

Your paid order for a ...

- Directory full page gets a FREE 1/4-page newspaper ad (\$162 value)
- Directory half page gets a FREE 1/8-page newspaper ad (\$86 value)
- Directory 1/4-page gets a FREE 1/16-page newspaper ad (\$44 value).

You can even choose to apply your free ad as a credit toward existing newspaper ad orders.

Order your business directory ad by February 19, 2009

Extra bonus HALF PRICE ads

Business directory advertisers qualify for a special 50% discount on the cost of any three new newspaper ads in Arkansas Catholic. That's HALF PRICE.

This is a great way to reinforce your message to the thousands of Catholics in Arkansas who will be using the 2009 Arkansas Catholic Business Directory for a full year, seeking other Catholics to do business with.

And if you're already advertising regularly in Arkansas Catholic? You can add the three ads for this special to your schedule at half off your current rate.

All three ads may be scheduled to run any time before this special offer expires. This offer is good for new advertising orders of 1/16th page or larger. Previously scheduled ads are not eligible for the discount.

50% discount offer expires August 31, 2009. Call today!

ARKANSAS CATHOLIC AD RATES

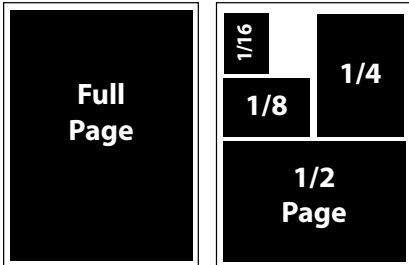
Black & white

Full page	\$590.00
1/2 page	\$310.00
1/4 page	\$162.00
1/8 page	\$ 86.00
1/16 page	\$ 44.00

Premium position

Back page (4-color) \$690.00

Ad rates are net.



AD SIZES (Tabloid)

1/16 page	2.396" w X 3.5" d
1/8 page	5.014" w X 3.5" d
1/4 page	5.014" w X 7" d
1/2 page	10.25" w X 7" d
Full page	10.25" w X 13.345" d

Ad layout/design services available. Call for details.

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