



**'Merry Christmas' never goes out of style!
Join us for *Arkansas Catholic's***

Christmas Greetings Issue

December 24, 2022

For generations, wishing someone "Merry Christmas" was met with a smile and a cheerful greeting in return. In today's secular society, saying "Merry Christmas" is too often a thing of the past. Christmas parties are now "holiday" parties. Some publications won't even allow a Christ-centric message in paid advertising!

At *Arkansas Catholic*, we think that's just plain wrong. That's why we're inviting you to participate in our CHRISTMAS GREETINGS promotion, slated for the Dec. 24 issue.

If you've ever been frustrated at the many ways Christ is being left out of Christmas, this is your opportunity to stand and be counted among God's holy people.

A Christmas greeting in *Arkansas Catholic* is a visible, cost-effective way to light a candle in a dark world, with "glad tidings of great joy."

- Thank your customers and members for their 2022 relationships.
- Show your Christian faith with pride at this holy time of year.
- Bring the joy, peace and celebration of the Savior to all who see it.

Fill out the form on the back to join us in this special promotion! SPACE IS LIMITED, so don't delay

Ad space reservation deadline: 5 p.m, Dec. 12, 2022

Artwork due: Noon, Dec. 14, 2022

AD RATES

Black & white

Full page\$657

1/2 page 365

1/4 page 195

1/8 page 105

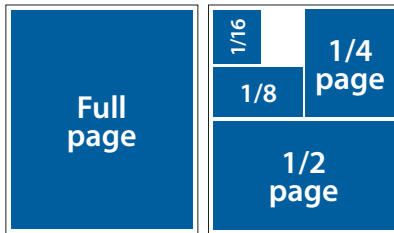
1/16 page 54

See other side for available color.

Premium position

Back page (4-color).....\$757

Ad rates are net.



AD SIZES (Tabloid)

Full page 10.25"w x 12.37"h

1/2 page 10.25"w x 6.08"h

1/4 page 5.041"w x 6.08"h

1/8 page 5.041"w x 2.95"h

1/16 page..... 2.437"w x 2.95"h

Ad layout/design services available. Call for details.



P.O. Box 7417
Little Rock AR 72217
Phone (501) 664-0125
Fax (501) 664-9075
www.arkansas-catholic.org

For information or to order your ad for the **Merry Christmas 2022** issue, call Mark Brasfield at (501) 664-0125 or e-mail mbrasfield@dolr.org.

Advertising Agreement for Arkansas Catholic December 24, 2022 CHRISTMAS GREETINGS SPECIAL ISSUE



To order your ad by mail, fill in this form, sign and return to Arkansas Catholic, P.O. Box 7417, Little Rock AR 72217. **ORDER DEADLINE: Dec. 12, 2022**

CONTACT INFORMATION

Business/Organization Name: _____ Order Date: _____

Contact Person: _____ E-mail: _____

Day Telephone: (_____) _____ Fax: (_____) _____

Mailing Address: _____

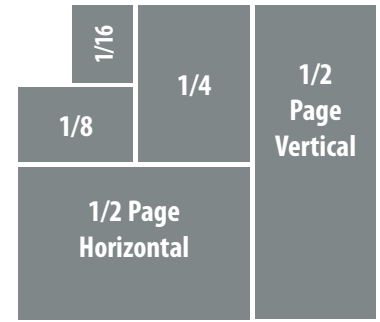
City, State, ZIP Code: _____

Artwork Contact (if different): _____ E-mail: _____

* Check here to receive an e-mail link to pay with your credit or debit card through Paypal. Paypal account not required. E-mail will come from mbrasfield@dolr.org.

CIRCLE YOUR AD SIZE AND COLOR

	Ad Space Rates		Plus Setup† if needed
	B & W	Full Color	
Full Page 10.25" wide X 12.37" high	\$ 657	\$ 757	\$ 45
Half Page Horizontal 10.25" x 6.08"	365	440	30
Half Page Vertical 5.041" x 12.37"	365	440	30
1/4 Page 5.041" x 6.08"	195	245	20
1/8 Page 5.041" x 2.95"	105	135	15
1/16 Page 2.437" x 2.95"	54	84	10



† No setup charge for ads e-mailed to us in exact, finished electronic form. See below for technical requirements.

TOTAL ADVERTISING COST (Size/Color + Setup) \$ _____

WHAT GOES IN YOUR AD?

Check the boxes that apply to your ad.

'CAMERA-READY' ARTWORK: I will e-mail an exact size, finished ad in compatible electronic format to mbrasfield@dolr.org. Compatible electronic formats are only Adobe PDF/X-1a; Illustrator CS5 EPS with all type converted to outlines; or for black-and-white, JPEG 300 dpi. Please do NOT send website files. Please do NOT send Word, Publisher, or any other format file.

SET UP MY AD FOR ME: I want Arkansas Catholic's professional designer to build my ad. The wording I want is written at right. I will receive a proof by e-mail, which I will promptly review and respond. Any Arkansas Catholic setup errors will be corrected at no charge; customer changes may incur additional set-up charges.

OPTIONAL:

- I will e-mail a high resolution logo or photo for my ad, to mbrasfield@dolr.org
- I have attached a clean, sharp printed logo to be scanned for my ad.

WRITE THE WORDING FOR YOUR "SET UP MY AD" BELOW.

Please print very clearly. Attach a sketch if you like.

SIGN HERE

Please place advertising on my/our behalf according to the information supplied on this agreement. I understand if I have a regular billing account and I ask to be billed 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 a scheduled ad so long as such changes are made before the deadline for the affected issue. Cancellations made after the deadline are charged as if the ad had appeared. 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.

Signed (name): _____ Date: _____