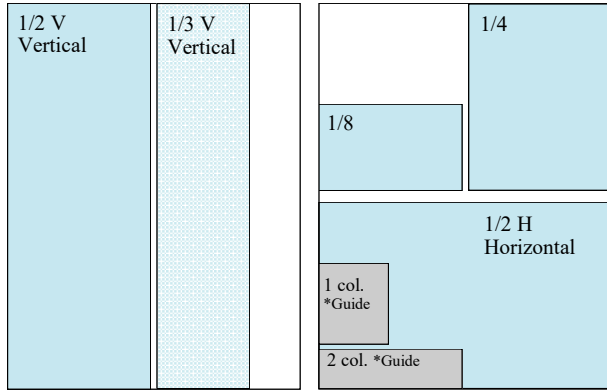


ADVERTISING SPECS



All ads have live links in the online flip-book NWCatholic.org

Advertising prices include four-color process.

We accept high-resolution PDF'S (print quality) with color converted to CMYK and fonts embedded. Ads must be exact size at 100%, 300 dpi. No black builds.

| | Advertising Theme* | Ad res. deadline for ads to create | Ad & Art deadline for print ready | Mailing Date |
|----------------|--|------------------------------------|-----------------------------------|--------------|
| Jan./Feb. 2020 | Catholic Schools Week: Catholic Education | Nov. 20 | Nov. 27 | Dec. 30 |
| March | Advertising Interest: Lent & Easter | Jan. 15 | Jan. 22 | Feb. 25 |
| April | Advertising Interest: Healthy Living | Feb. 19 | Feb. 26 | Mar. 26 |
| May | Graduations: Stepping in the Future | Mar. 18 | Mar. 25 | April 27 |
| June | Religious Life: Ordinations/Jubilarians **Parish Summer Mass Guide | April 15 | April 22 | May 27 |
| July/Aug. | Giving Back: Catholic Owned Businesses | May 20 | May 27 | June 29 |
| September | Back to School: Your story begins here | July 22 | July 29 | Aug. 27 |
| October | Advertising Interest: Senior Vitality | Aug. 19 | Aug. 26 | Sept. 28 |
| November | Advertising Interest: End of Life | Sept. 16 | Sept. 23 | Oct. 26 |
| December | Advent: Ready for the Holidays? | Oct. 14 | Oct. 21 | Nov. 25 |
| January 2021 | Catholic Schools Week: Catholic Education | Nov. 18 | Nov. 26 | Dec. 29 |

*Advertising theme could change at anytime

ADVERTISING RATES

| Size (width x height) | <u>1Time</u> (price per insertion) | <u>3 Times</u> (price per insertion) | <u>6 Times</u> (price per insertion) | <u>10 Times</u> (price per insertion) |
|--|---------------------------------------|---|---|--|
| Full Page - 7.125" x 9.375" | \$ 5,000 | \$ 3,750 | \$ 2,825 | \$ 2,125 |
| Half Page - (H) 7.125" x 4.5854", (V) 3.4792" x 9.375" | \$ 3,500 | \$ 2,625 | \$ 1,975 | \$ 1,475 |
| Third Page - (V) 2.2570" x 9.375" | \$ 2,875 | \$ 2,155 | \$ 1,625 | \$ 1,205 |
| Quarter Page - 3.4792" x 4.5854" | \$ 2,250 | \$ 1,685 | \$ 1,265 | \$ 950 |
| Eighth Page - 3.4792" x 2.2285" | \$ 1,700 | \$ 1,275 | \$ 955 | \$ 725 |
| *NWC Business Guide - (1 column) 1.75"x2.1" (2 column) 3.60"x1" | \$ 535 | \$ 435 | \$ 335 | \$ 235 |

Premium Positions

| | | | | |
|--|-------------|-------------|-------------|-------------|
| Inside Front Cover - FP 7.125" x 9.375" | \$ 5,750 | \$ 4,312 | \$ 3,249 | \$ 2,444 |
| Inside Back Cover - FP 7.125" x 9.375" | SOLD | SOLD | SOLD | SOLD |
| Back Cover - HP 7.125" x 4.5854" | \$4,375 | \$3,281 | \$2,469 | \$1,844 |

Other Premium: Page 5 (Half Page Vertical)

Add 10% to regular prices

*NWC Guide ads will be in the back of the magazine in various groupings.

If purchasing multiple ad runs, all ads do not need to be the same size.

We reserve the right to object to, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church. All copy is subject to approval by NORTHWEST CATHOLIC. Ad space reservation is considered a binding contract. Full list of terms and policies are available on the web.

RESERVE SPACE

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www.seattlearchdiocese.org/advertising