

THE CATHOLIC NORTHWEST
PROGRESS

January 5, 2011

Dear Principals and Development Directors:

It's almost Catholic Schools Week again!! That means the Progress is gearing up for the Jan. 27 Schools issue.

This is the time of year for open houses, auctions, anniversaries and enrollment and *The Progress* is the place for you to advertise!! I have included an ad specifications sheet with sizes and the special schools ad prices. Given enough time our designers are always happy to help you design your ad. So when filling out the form please make sure to let me know if you will be supplying a completed PDF or if you will be using our design services.

As in the past the center spread will be a listing of Catholic Elementary and High Schools. The fee is \$25 and we list: school name, phone, address, fax, website, principal, e-mail and grades. This year we will be pulling the list from the online Archdiocesan Directory so please be sure to have your school editor double check that all of your information is correct. If you would like to reserve your schools spot in this listing please check that box on the attached form and be sure to update your schools contact information online: www.seattlearchdiocese.org

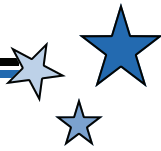
If you would please fax, mail or e-mail me the information on the attached flyer, by 5pm, Monday, Jan. 17, I would very much appreciate it.

If there is anything that I have mentioned that you have questions about please feel free to shoot me an e-mail at advertising@seattlearch.org or call 206.382.2075. I'm looking forward to another great year working with all the schools and staff!

Sincerely,



Keri Hake
Marketing and Advertising



Catholic Schools Week Advertising



Please fax or email this to Keri Hake by **Monday, January 17, 2011**. We are looking forward to another great Catholic Schools Week!

- ☐ We reserved our space in advance. (please fill out info below)
- ☐ Yes! We will place an ad in *The Progress* - January 27, 2011 CSW issue.

Ad size: _____

- ☐ Please send me the 2010 ad to update
- ☐ We will provide you with a PDF of our black and white ad
- ☐ We would like for *The Progress* to design our ad (please email text/logo)

- ☐ **We would like our school listed in the school listing for \$25.00**

All information for the listing will be taken from the 2010/11 Archdiocesan online directory.

Please have your school editor log into the directory website and update your information: <http://www.seattlearchdiocese.org>

- ☐ Our information has been updated!

Listing will include:

School Name, Address, Phone, Fax, Website, Principal, E-mail and Grades.

Please feel free to call our office if you have any questions!
Advertising: Keri Hake (206) 382-2075 or advertising@seattlearch.org

Fax to: Keri Hake, 206-382-3487 by 01/17/11

Return this form to:

Archdiocese of Seattle
Catholic Northwest Progress, Keri Hake
710 9th Ave, Seattle, WA 98104

E-mail: advertising@seattlearch.org
Fax: 206-382-3487

From:

School: _____

Contact Name: _____

City: _____



Catholic Schools Week 2011

Special Progress Issue

January 27

These three sizes (and 1/4 pg) were the most popular in the 2010 issue.
All sizes are available at www.seattlearchdiocese.org/advertising

Advertise your open house, school schedule, auction or upcoming events.

Space Reservations are due:
Monday, January 17, 2011 - 5:00 pm

Ad's (or art/text for ads) are due:
Wednesday, January 19, 2011 - 2:00 pm

To reserve your space please contact Keri Hake
advertising@seattlearch.org or 206-382-2075

All ad's are priced as black and white. PDF format is preferred.

School listing for the center spread will be taken
from your 2010/11 directory listing,
please double check your listing by 1/17/2011
to verify that your information is correct.

Listing price is \$25.00



\$88.00
** 1/16 (2.323w x 3.125h)

\$110.00
2 x 2 (4.7917w x 2''h)

\$180.00
1/8 pg (4.7917w x 3.125h)

Catholic Schools Week Size and Pricing

To reserve your space contact Keri Hake advertising@seattlearch.org or 206-382-2075

\$240.00
1/6 pg (4.7917w x 4.2h)

\$180.00
1/8 pg (4.7917w x 3.125h)

\$345.00
1/4 pg (4.7917w x 6.4h)

\$88.00
** 1/16 (2.323w x 3.125h)

Don't forget to reserve your listing in the center pages for \$25!

1 Column Inch (2.312)	Reduced Rate
1 x 1.5	\$41.00
1 x 2	\$55.00
1 x 2.5	\$69.00
1 x 3.125 (1/16pg) Shown	\$88.00
1 x 4.5	\$124.00

2 Column Inches (4.7917")	Reduced Rate
2 x 1	\$55.00
2 x 1.5	\$83.00
* 2 x 2	\$110.00
2 x 2.5	\$137.00
* 2 x 3.125 (1/8pg) shown	\$180.00
* 2 x 4.2 (1/6pg) shown	\$240.00
* 2 x 6.4 (1/4pg) shown	\$345.00

	Reduced Rate
Half Page Horizontal 9.75" w x 6.4" h	\$575.00
Half Page Vertical 7.27.08" w x 8.6" h	\$575.00
Full Page (9.75 x 13")	\$916.00

Full color add:	\$140.00
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Looking for a different size?
[www.seattlearchdiocese.org/
advertising](http://www.seattlearchdiocese.org/advertising)