



The Progress Advertising...
Back to School and Beyond!



**Save the hassle later,
 reserve your ad space for the coming year now!**

Please fax or email this reservation form to Keri Hake by:

Noon, Thur, August 16, 2012

Yes! We will place an ad in *The Progress* - August 30, 2012 Back to School issue.

Ad size: _____

- We will provide you with a PDF of our black and white ad (color extra) by 8/21
- We would like for *The Progress* to design our ad (**we will email text/logo by 8/20**)

We would like to take advantage of your special offer and reserve space for three ads now and receive the 3x rate as well as an additional 10% off!
 (discount applies to Archdiocese of Seattle Catholic Schools only)

Issue Dates Requested: *ad sizes (and color choice) do not need to all be the same*

- | | |
|--|--|
| <input type="checkbox"/> 8/30 Back to School | <input type="checkbox"/> 12/20 Christmas |
| <input type="checkbox"/> 1/24 Catholic Schools Week | <input type="checkbox"/> 3/21 Easter |
| <input type="checkbox"/> 5/9 Grade School Graduation | <input type="checkbox"/> Other date (specify): _____ |
| <input type="checkbox"/> 5/23 High School Graduation | <input type="checkbox"/> Color (additional \$126 per ad) |

Ad size(s)-do not need to be the same: _____

Additional Notes: _____

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 noon, 8/16/12

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: _____

Email: _____

THE CATHOLIC NORTHWEST PROGRESS

ADVERTISING RATE CARD

Non-profit rates are listed below as the second amt. - 30% off full price.

| Ad Size | 1 Time | 3 Times | 6 Times | 12 Times | 18+ Times |
|------------------------------------|-----------------|-------------|-------------|-------------|------------|
| Full Page 9.75" x 13" | \$1309 \$916 | 1245 870 | 1178 825 | 1047 733 | 916 641 |
| 3/4 Page V: 7.27" x 13" | 1089 760 | 1035 725 | 980 686 | 871 609 | 762 533 |
| 1/2 Page Vertical or horizontal | 825 575 | 784 549 | 742 520 | 660 462 | 577 404 |
| 1/3 Page Vertical or horizontal | 616 430 | 585 409 | 554 388 | 493 345 | 431 302 |
| 1/4 Page V: 4.791" x 6.4" | 495 345 | 470 329 | 445 312 | 396 277 | 346 242 |
| 1/6 Page H: 4.791" x 4.2" | 345 240 | 329 230 | 312 218 | 277 194 | 242 170 |
| 1/8 Page H: 4.791" x 3.125" | 258 180 | 245 171 | 233 162 | 206 145 | 181 127 |
| 1/16 Page V: 2.3125" x 3.125" | 125 88 | 123 86 | 116 81 | 103 72 | 91 64 |

Display Sizes (effective August 1, 2010) Advertising Rates (effective Sept. 1, 2009)
Multiple issue price reductions are per issue and do not need to run consecutively.

Published bi-weekly except during the summer months (see calendar for dates)

Open rate: \$40 per column inch

Color: \$200

Mechanical Specifications: PDF preferred, CMYK

Classified Rates: 60 cents per word

Classifieds@seattlearch.org or 206-382-7313

Inserts: \$880 (\$88 per 1,000) - Circulation Base: 10,000

Display ad space must be:

Reserved by 5pm, Tuesday prior to the week of publication.

Ads to be designed: text and art by 10am, Wed (week prior to publication)

Finished Art: 5pm, Thursday (week prior to publication)

** Please note deadline may be moved up for special issues.

Advertising@seattlearch.org or 206-382-2075

www.seattlearchdiocese.org/advertising

THE CATHOLIC NORTHWEST PROGRESS

2012-13 PRODUCTION CALENDAR

Major theme/ tentative advertising special focus for 2012-2013

| | | |
|-------|----|--|
| July | 19 | |
| Aug. | 9 | |
| Aug. | 30 | Back to School |
| Sept. | 13 | |
| Sept. | 27 | Seniors & Retirement** |
| Oct. | 11 | |
| Oct. | 25 | Hospice Care & Funeral Planning** |
| Nov. | 8 | |
| Nov. | 22 | Thanksgiving |
| Dec. | 6 | Advent |
| Dec. | 20 | Christmas Issue * |
| Jan. | 10 | Vocations |
| Jan. | 24 | Catholic Schools Week and Progress Sunday * |
| Feb. | 7 | Health Matters** |
| Feb. | 21 | Lenten Focus and Progress Sunday * |
| Mar. | 7 | Lenten Focus |
| Mar. | 21 | Easter * |
| April | 11 | |
| April | 25 | |
| May | 9 | Grade School Graduation |
| May | 23 | High School Graduation & Memorial Day |
| June | 13 | Ordinations and Jubilarians * |
| June | 27 | Woman's Religious, Summer Mass, Schedule & Event Guide |

* Denotes increased distribution, deadlines will be moved up for these issues

**Tentative themes. Publication schedules are subject to change and special issues may be added.

For more information please contact advertising@seattlearch.org

Rates and Production Specs available online: www.seattlearchdiocese.org/advertising

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

Progress School's Frequent Size Pricing

Christmas, Easter, Vocations, School Issues, Jubilarians, other issues as advertised

| 1 Column Inch (2.312" wide) | 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" wide) | 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 |

| | |
|---------------------------|----------|
| Half Page | \$575.00 |
| Full Page (9.75 x 13") | \$916.00 |

| | |
|-----------------|----------|
| Full color add: | \$140.00 |
|-----------------|----------|

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

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

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

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

Looking for a different size?
www.seattlearchdiocese.org/advertising

THE CATHOLIC NORTHWEST PROGRESS

PRODUCTION SPECIFICATIONS

FORMAT: Tabloid, four columns, printed offset on newsprint

FULL PAGE (width x depth, no bleeds): 9.75" x 13"
 ONE COLUN (width): 2.1325"
 TWO COLUMNS (width): 4.7917"
 THREE COLUMNS (width): 7.2708"
 FOUR COLUMNS (width): 9.75"

ADVERTISER PREPARED ADS

Preferred: Adobe Acrobat PDFs, 100% to size. 200 dpi resolution in optimized CMYK or Grayscale format only. Do not use RGB or spot color. Screens: 85-line, 1200 dpi.

Also Accepted: to size layouts in InDesign CS, include all postscript fonts (printer and screen), images in TIFF format, or camera-ready art to size. Contact advertising department for other options.

DEADLINES

Ad reservations must be received by 5pm, Tuesday the week prior to printing. Advertiser prepared ads must be received by 5pm, Thursday the week prior to printing.

NEWSPRINT TIPS

Please avoid fine typefaces and smaller type sizes to assure readability, especially in color ads. Choose no more than two CMYK colors for color builds to minimize registration problems on newsprint stock.

Contact:

206-382-2075
 advertising@seattlearch.org
 www.seattlearchdiocese.org/advertising

PRODUCTION SPECIFICATIONS

