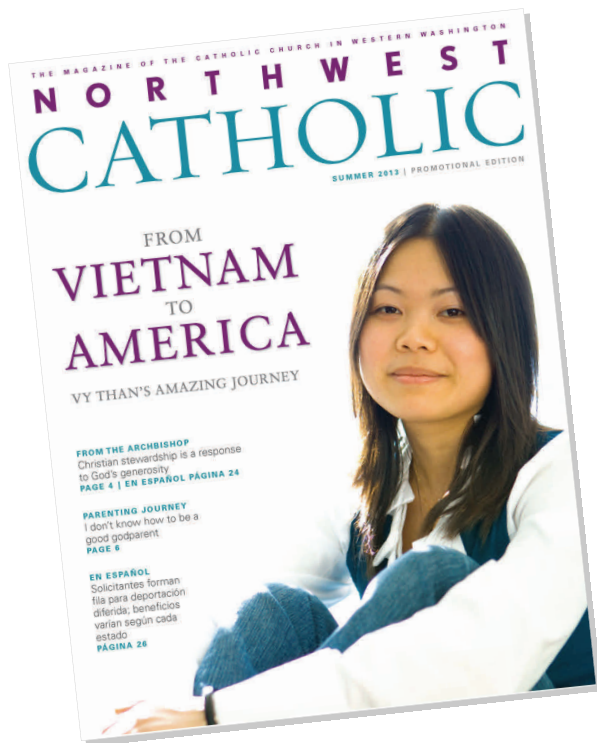


NORTHWEST CATHOLIC



Do you have an Open House coming up?

Open Enrollment?

**Want 125,000 Catholics in Western WA
to learn more about your school?**

If so, reserve your ad space by Tuesday, October 22 for the January 2014 Catholic Schools issue of NORTHWEST CATHOLIC!

Both Display ads and School "Guide" ads are being accepted. If you have a limited budget, Guide ads are the way to go, they are a great buy, with a special discount for Parishes and Schools!! (see last page for an example from the September 2013 issue)

If you have any questions please feel free to contact me. I am looking forward to working with you,

Keri Hake
Advertising Sales Manager
advertising@seattlearch.org

Mark your calendars...Upcoming School Issues & Deadlines:

January/February 2014 – 10 Reasons Why I Chose a Catholic School

Ad reservations due Oct. 22, Art due Oct. 29

Guide Themes: Catholic Schools

May 2014 – Graduations: Celebrating Success

Ad reservations due Feb. 25, Art due March 4

Guide Themes: Catholic Schools

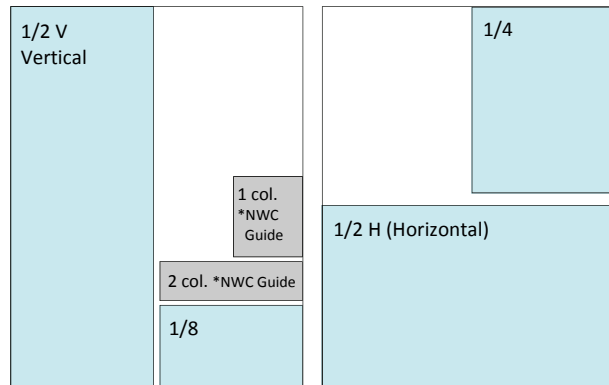
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www.NWCatholic.org • www.seattlearchdiocese.org/advertising

NORTHWEST CATHOLIC

ADVERTISING SPECS



BONUS: All ads will have live links in the web flip-book and on the tablet app at no additional charge!

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.

PRODUCTION CALENDAR

Issue	Theme	Ad Res. Deadline	Ad Art Deadline	Mailing Date
September	NORTHWEST CATHOLIC: Great Beginnings	July 2	July 9	Aug. 23
October	Vocations: Many Options, One Calling	July 30	Aug. 6	Sept. 20
November	Catholic Healthcare: Serving Neighborhoods for Better Health	Aug. 27	Sept. 3	Oct. 18
December	Countdown: Thanksgiving to Christmas, 28 Days, Are You Ready?	Sept. 24	Oct. 1	Nov. 18
Jan./Feb.	10 Reasons Why I Chose a Catholic School	Oct. 22	Oct. 29	Dec. 20
March	United In Love: Marriage Matters	Dec. 17	Jan. 7	Feb. 24
April	Weekend Getaways, Pilgrimages and Daytrips for All Ages	Jan. 28	Feb. 4	Mar. 21
May	Graduations: Celebrating Success and New Beginnings	Feb. 25	Mar. 4	April 18
June	Take Me Out to Summer	Mar. 25	April 8	May 23
July	God and Your Money	April 29	May 6	June 20
Aug./Sept.	Teaming Up For Success: Back to School & Sports	May 27	June 3	July 25

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 - 7.375" x 9.75"	\$ 5,000	\$ 3,750	\$ 2,825	\$ 2,125
Half Page - (H) 7.375" x 4.7917", (V) 3.6042" x 9.75"	\$ 3,500	\$ 2,625	\$ 1,975	\$ 1,475
Quarter Page - 3.6042" x 4.7917"	\$ 2,250	\$ 1,685	\$ 1,265	\$ 950
Eighth Page - 3.6042" x 2.3125"	\$ 1,700	\$ 1,275	\$ 955	\$ 725
*NWC Business Guide - (1 column) 1.75" x 2.1" (2 column) 3.60" x 1"	\$ 535	\$ 435	\$ 335	\$ 235

Premium Positions

Inside Front Cover - FP 7.375" x 9.75"	\$ 5,750	\$ 4,312	\$ 3,249	\$ 2,444
Inside Back Cover - FP 7.375" x 9.75"	SOLD	SOLD	SOLD	SOLD
Back Cover - HP 7.375" x 4.7917"	SOLD	SOLD	SOLD	SOLD
Other Premium: Pages 5 & 7 <i>Add 10% to regular prices</i>				

*NW Catholic Business Guide ads will be in the back of the magazine in various category groupings. You may purchase multiple column inches to increase your ad size.

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

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

NORTHWEST CATHOLIC

School & Parish Promotion NW CATHOLIC BUSINESS GUIDE

The NW Catholic Business Guide provides you with a unique opportunity to promote your business to over 125,000 Catholic households in Western Washington.

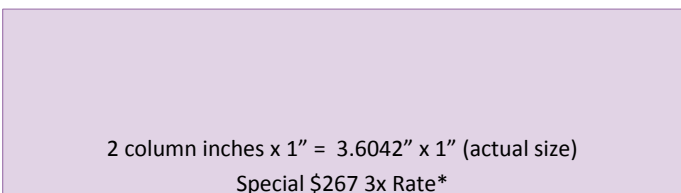
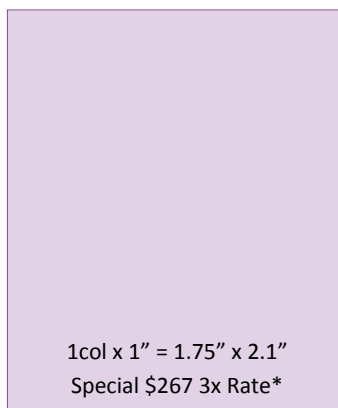
As part of our “core Catholic community,” NORTHWEST CATHOLIC Magazine will be offering Parishes and Schools a **special 3x rate of \$800* for three “NW Catholic Business Guide” ads**, this comes to **\$267 per ad.**

This special price structure is only being offered to parishes and schools. Once we have your initial 3x guide ad reservation, you may, at any time, upgrade to a larger display ad: 1/8 page, 1/4 page, etc., and you will receive the 3x listed rate per ad. (no additional discounts apply)

Along with the general business guide, many issues will also have “special” guides. These will frequently correspond with the editorial calendar. For example: Catholic Schools Guide, Parish Guide, Travel Guide, Vacation Guide, just to name a few. The full calendar is listed to the right.

Contact Keri Hake for Advertising:
advertising@seattlearch.org
206-382-2075

GUIDE SPECS

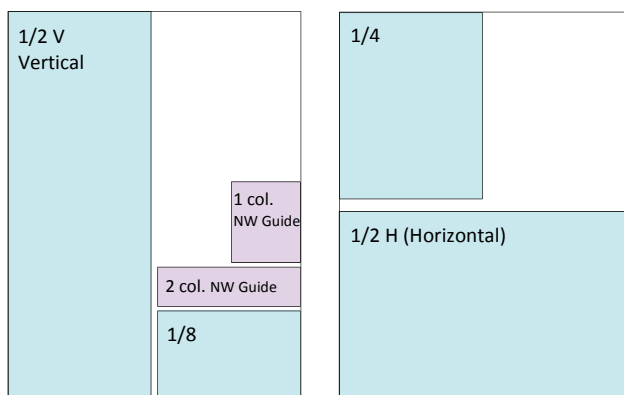


*Special rate is for Parishes & Schools in the Archdiocese of Seattle with a 3x contract.

GUIDE THEMES/CALENDAR

Issue	Special “Guide” Themes The Business Guide Runs Each Issue	Ad Res. Deadline	Ad Art Deadline	Mailing Date
Sept.	Business Guide Schools Guide	July 2	July 9	Aug. 23
Oct.	Business Guide Vocations Guide	July 30	Aug. 6	Sept. 20
Nov.	Business, Health Services, Holiday Bazaar and Craft Fair Guide	Aug. 27	Sept. 3	Oct. 18
Dec.	Business & Holiday Gifts Guide, Parish Christmas Mass Times & Holiday Greetings	Sept. 24	Oct. 1	Nov. 18
Jan./ Feb.	Business Guide Schools Guide	Oct. 22	Oct. 29	Dec. 20
March	Business Guide Wedding Guide	Dec. 17	Jan. 7	Feb. 24
April	Business, Travel Guide, Parish Easter Mass Times and Greetings	Jan. 28	Feb. 4	Mar. 21
May	Business & Schools/College Guide	Feb. 25	Mar. 4	April 18
June	Business & Summer Fun Guide (Dining, Kids Activities, Festivals)	Mar. 25	April 8	May 23
July	Business & Finance Guide (CPA’s, Financial Planning, Banks)	April 29	May 6	June 20
Aug./ Sept.	Business, Schools, Fall Sports and Activities Guide	May 27	June 3	July 25

DISPLAY ADVERTISING SPECS



Distribution: 125,000 Registered Households.

All advertising prices include four-color process.

We accept high-resolution PDFS (print quality) with color converted to CMYK and all fonts embedded. All ads must be exact size at 100%, 300 dpi.

**To get more bang for your buck,
multiple ad runs are the way to go!**

For all rates & sizes:

www.seattlearchdiocese.org/advertising

**NORTHWEST
CATHOLIC
SCHOOL GUIDE**

To advertise in the NW Catholic Business Guide, contact Jenna Gardner, jenna.gardner@seattlearch.org or 206-382-7313. All advertising rates and sizes: www.seattlearchdiocese.org/advertising



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Congratulations and best wishes
to the Archdiocese of Seattle
on its new magazine,
NORTHWEST CATHOLIC

Sisters of Providence
Mother Joseph Province

OUR COMMITMENT:

*To protect every child and
reach out with compassion
to every victim*



Anyone who has
knowledge of sexual
abuse or misconduct by
a member of the clergy,
archdiocesan employee or
volunteer is urged to call the
archdiocesan hotline at:
1-800-446-7762

For our abuse prevention policies:
www.seattlearchsep.org/policies.html