

NORTHWEST CATHOLIC

February 2014

Attn: Principal
Archdiocese of Seattle
Catholic Schools

Greetings,

I would like to personally thank all of the schools that have already advertised or reserved advertising space in NORTHWEST CATHOLIC. I know it was a leap of faith to allocate your advertising funds to a magazine that was just coming out. I am happy to report that NORTHWEST CATHOLIC has been well received. We are continually blown away by all the positive feedback we are receiving. Best of all, this magazine is reaching 125,000 Catholic Households in Western WA!!

Although we've just celebrated Valentine's Day and President's Day, NORTHWEST CATHOLIC is already planning the May graduation issue. While different than The Progress graduation issue, the May issue of NORTHWEST CATHOLIC will focus on Graduations: Celebrating Success and New Beginnings. This is your opportunity to offer congratulations and best wishes to your graduates. You might also want to consider promoting Open Enrollment or Spring/Summer Open Houses.

With the magazine, our deadlines are far in advance and very tight. Space reservations for May are due by noon, Tuesday, Feb. 25 and art/ads are due on March 5. To reserve your advertising space I can be reached via e-mail at advertising@seattlearch.org or by phone 206-382-2075.

Here's to the class of 2014!!!



Keri Hake
Advertising & Marketing Manager
The Catholic Northwest Progress

Thanks to all of you who reserved space in advance. A list is attached with pre-reserved ad space! I will be contacting each of you individually in the next two weeks with specifics.

Pre-reserved May Northwest Catholic School Ads:

Advertiser
St Elizabeth Ann Seton
Assumption Catholic School
Assumption St Bridget
Christ the King
Forest Ridge
Holy Family School, Auburn
Immaculate Conception & OLPH
Our Lady of Guadalupe
Pope John Paul II
Sacred Heart School
St. Bernadette
Seton Catholic College Preg
St. Frances Cabrini
St. Madeline Sophie
St. Matthew
St. Monica
St Therese Academy
St. Thomas More

Special School Rate: 3 Guide ads for \$800 = \$267 per ad (savings of \$505)

- All three ad dates must be determined at the time the contract is signed. You have a year (10 issues) to complete your ad contract.
- At any time you may upgrade your ad to a larger size: you will be charged from the 3x ad rate column.
- Ad date changes/size changes/etc must be done before the ad reservation deadline.
- Issues with a schools focus are: September, January and May (although you may choose any issue which fits your advertising needs)

GRADUATION 2014

NORTHWEST CATHOLIC - May 2014 - Ad reservations due Feb. 25

May is the month for moving onto new adventures!

This May, NORTHWEST CATHOLIC will celebrate the 2014 graduates!

This is your opportunity to wish the graduating class of 2014 all the best
as they venture into new territory...
elementary school, middle school, high school, college or out into the world.
Or, promote your spring/summer Open House or Open Enrollment.



Full Page \$5,000
1 time

7.375" w x 9.75" h

Half Page \$3,500
1 time

(H) 7.37" w x 4.79" h
(V) 3.60" w x 9.75" h

Quarter Page \$2,250
1 time

3.6" w x 4.79" h

Eighth Page \$1,700
1 time

3.6" w x 2.3" h

Guide \$535
1 time

(H) 3.6" w x 1" h
(V) 1.75" w x 2" h

Special Schools 3x Rate *
Guide \$800 (\$267 per ad)

(H) 3.6" w x 1" h
(V) 1.75" w x 2" h

* Special School Guide 3x rate must be used within one year. Guide ad can go in any issue (suggested: May-Grad., Sept-Back to School, Jan-CSW). If you would like a larger ad for one or two issues, you may upgrade and stay within the 3x rate for that size (not the 1 time price listed above). Notification of size changes must be made before the ad reservation deadline. www.seattlearchdiocese.org/advertising (for a guide sample and all prices)

Check the box indicating your ad size (actual sizes are listed above).

May Graduation Issue:

Ad space deadline Feb. 25
Ad due March 4

☐ Full Page
☐ Half Page

☐ Quarter Page
☐ Eighth Page

☐ School Guide (1x - one time)
☐ School Guide Special 3x (list other 2 issues below)

Please return by **FEB. 25** to:

Keri Hake
NORTHWEST CATHOLIC

Mail:
710 9th Avenue
Seattle, WA 98104

Fax: 206.382.3487
Phone: 206.382.2075

E-mail:
advertising@seattlearch.org

School _____

Contact _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

☐ We will email you a PDF ad by 3/4

☐ Please Design our ad for us. We will email text/logo before 3/4.