



August 1, 2010

Attn: Principal
Archdiocese of Seattle
Catholic Schools

Greetings,

I can't believe I am already sending a Back to School letter; it seems like summer just started. Probably since the sun finally just came out. However, here at *The Progress*, planning is already underway for our September 2 Back To School issue.

**Promote your Open Houses, upcoming activities,
or welcome your students back for another great year!**

Reserve your school's space now for not only this issue, but also: Catholic Schools Week-Jan. 27, Grade School Graduation-May 12 or High School Graduation-May 26, and receive an additional 10% discount on top of the multi-ad discount rate on all ads.*

Space Reservations are requested by: August 17, 5pm and Finished Art: August 19

If you would like for us to design your ad please have all text/photos to us by Aug. 18 so we have ample time to create just the right ad for you!

To reserve your space please contact me via e-mail at advertising@seattlearch.org or by phone 206-382-2075.

Here's to a great school year!!

Keri Hake
Advertising Manager
The Catholic Northwest Progress

Enclosed: frequent size chart with current rates, new 2010/11 rate card

**Reservations must be made for three ads to receive the additional 10% discount (can be any dates)*

THE CATHOLIC NORTHWEST PROGRESS

2010-11 ADVERTISING RATE CARD

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

Unite 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: 4.79" x 6.4"	495 345	470 329	445 312	396 277	346 242
1/6 Page H: 4.79" x 4.2"	345 240	329 230	312 218	277 194	242 170
1/8 Page H: 4.79" x 3.12"	258 180	245 171	233 163	206 145	181 127
1/16 Page V: 2.31" x 3.12"	125 88	123 86	116 81	103 72	91 64

*Display Sizes (effective Aug. 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

Open rate: \$40 per column inch (\$27.50 non-profit)

Color: \$200 (\$140 non-profit)

Mechanical Specifications: PDF preferred, CMYK

Classified Rates: 60 cents per word

Classifieds@seattlearch.org or 206-382-7313

Inserts: \$880 (\$88 per 1,000) - 10,000 subs (non-profit \$616.00, \$61.60 p/t)

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

Circulation Base: 10,000

THE CATHOLIC NORTHWEST PROGRESS

2010-11 PRODUCTION CALENDAR

Major theme/ advertising special focus

July	15	Women's Religious Jubilarians and Summer Parish Events
Aug.	12	
Sept.	2	Back to School
Sept.	16	
Sept.	30	Seniors and Healthcare
Oct.	14	
Oct.	28	Grief and Dealing with Death
Nov.	11	
Nov.	25	Thanksgiving
Dec.	9	Advent
Dec.	23	Christmas Issue *
Jan.	13	
Jan.	27	Catholic Schools Week and Progress Sunday *
Feb.	10	Health and Wellness
Feb.	24	Progress Sunday *
Mar.	10	Lenten Focus
Mar.	24	Lenten Focus
April	7	Lenten Focus
April	21	Easter *
May	12	Grade School Graduation
May	26	High School Graduation & Memorial Day
June	9	Ordinations, Jubilarians and Vocations *
June	23	Woman's Religious Jubilarians

** denotes increased distribution, deadlines will be moved up for these issues
Themes and publication dates are subject to change.*

For more information please contact advertising@seattlearch.org

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

Progress Non-Profit Frequent Size Pricing

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

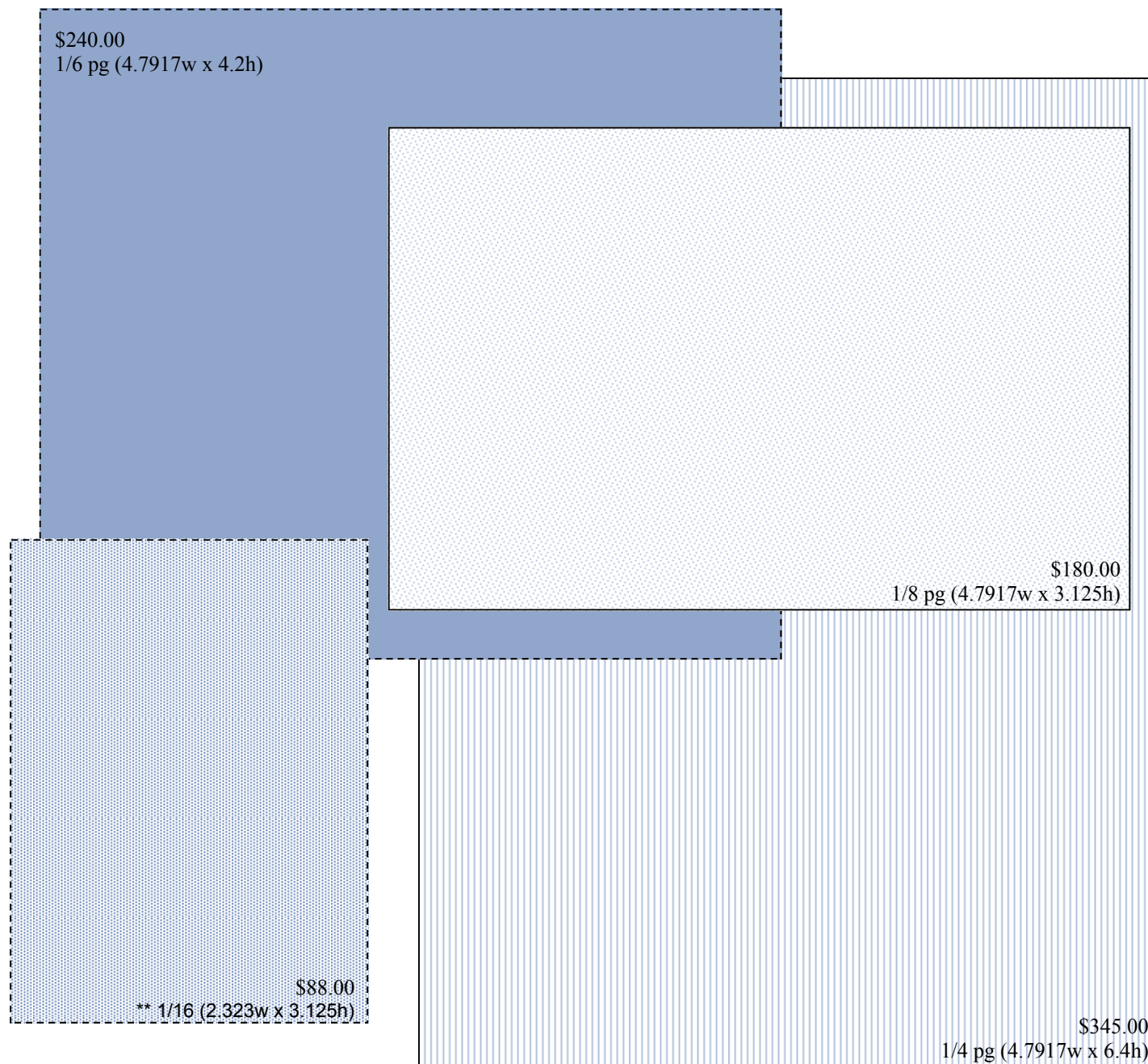
1 Column Inch (2.312)	Reduced Rate
1 x 1.5	\$41.00
1 x 2	\$55.00
1 x 2.5	\$69.00
1 x 3.125 (1/16pg) Shown	\$88.00
1 x 4.5	\$124.00

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

Half Page	\$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.seattlearch.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 COLUMN (width): 2.3125"

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.

Ad reservation must be received by 5p.m. Tuesday of prior week. Advertiser-prepared ads must be received by 5p.m. Thursday of prior week.

Note: 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

PRODUCTION SPECIFICATIONS

