

# NORTHWEST CATHOLIC

June 2014

Attn: Principals  
Archdiocese of Seattle  
Catholic Schools

Greetings,

As your school year draws to an end, we are wrapping up our first year of NORTHWEST CATHOLIC! Kicking off a magazine is a huge undertaking and thanks to all of you, my job was a little easier. Whether through advertising, story ideas, or just words of encouragement, you all helped me along this journey.

Moving into year two, I know that budgets are tight; I also know that advertising in NORTHWEST CATHOLIC would be a benefit to you. To make this feasible, I have worked with our numbers and come up with a new program that will hopefully work within your budget. On the attached page, you will see the newly revised Schools & Parish Rate. Don't fear...the popular 3x guide rate is still available.

In addition to the special school pricing, our 2014/15 calendar is also out. Once again we will have three issues with a focus on education:

September: Back to School & Sports (ad reservations due July 16, art due July 23)

January/February: Catholic Education

May: Graduations

The full calendar is available online:

[http://www.seattlearchdiocese.org/Assets/NWC/3843\\_NWCDisplayRateCard5-14.pdf](http://www.seattlearchdiocese.org/Assets/NWC/3843_NWCDisplayRateCard5-14.pdf)

Ross Brownell, NWC Ad Sales Rep., and I will be splitting the school accounts.

High Schools, please contact me at [advertising@seattlearch.org](mailto:advertising@seattlearch.org) or by phone 206-382-2075.

Grade Schools, please contact Ross Brownell, [advertisingnwc@seattlearch.org](mailto:advertisingnwc@seattlearch.org) or 206-382-7313.

Looking forward to another great year!



Keri Hake  
Advertising Sales Manager  
Northwest Catholic



## **NORTHWEST CATHOLIC - 2014 School Rates**

**3 Guide ads for \$800 = \$267 per ad (savings of \$505) \***

or

**3 Eighth page ads for \$2,400 = \$800 per ad (savings of \$1,425) \***

or

**3 Quarter page ads for \$3,240 = \$1,080 per ad (savings of 1,815) \***

or

**Mix and match any of the above sizes to create your three ad contract! \***

### **\* Guidelines:**

- 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. If you want larger than the three listed above, 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).
- If you already have a contract, and your last ad is scheduled to run in the September issue, you may upgrade to one of the larger sizes at the prices listed above. Just let us know before July 16.