

NORTHWEST CATHOLIC

June 2015

Attn: Principals
Archdiocese of Seattle
Catholic Schools

Greetings,

It's been a long school year, and I bet you are ready to embark on your summer adventures. I have one request before you do, please take a moment to look over our calendar and reserve your space in the schools issues. Specifically the September 2015 Back to School edition.

I know that budgets are tight; I also know that advertising in NORTHWEST CATHOLIC would be a benefit to you. The popular 3x guide rate is still available as well a 3x rate for the eighth and quarter page sizes.

In addition to the special school pricing, our 2015/16 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 15, art due July 22)
January/February: Catholic Education
May: Graduations

The full calendar is available online:

http://www.seattlearchdiocese.org/Assets/NWC/3843_NWCDisplayRateCard5-14.pdf

I have hired a new Advertising Account Representative, but I have enjoyed working with all of your so much that I am going to keep the school accounts as my own. I love the photos and art that you provide and always look forward to the school editions.

If you would like to chat, I'm available by email advertising@seattlearch.org or by phone 206-382-2075.

In joy!



Keri Hake
Advertising Sales Manager
Northwest Catholic



NORTHWEST CATHOLIC - 2015 School Rates

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

or

3 Eighth page ads for \$2,550 = \$850 per ad (savings of \$1,275) *

or

3 Quarter page ads for \$3,375 = \$1,125 per ad (savings of 1,680) *

or

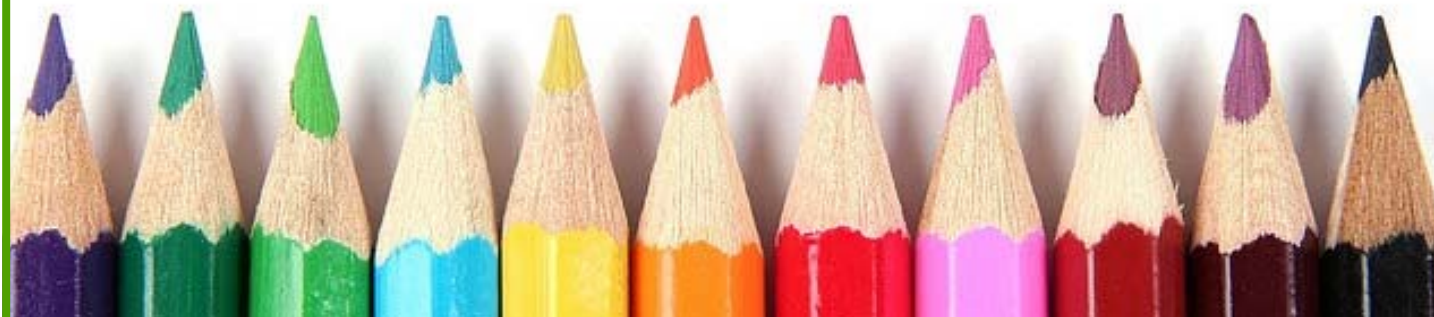
Mix and match any of the above sizes to create your three ad contract! *

*** 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 15.

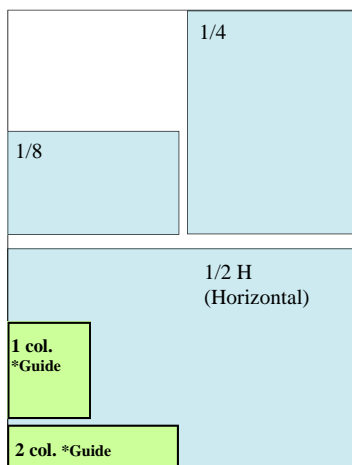
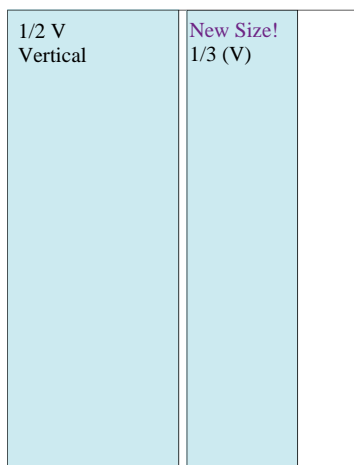
NORTHWEST CATHOLIC –TEAMING UP FOR SUCCESS SEPTEMBER 2015

Back to Sch



Don't miss your schools opportunity to be part of this special September advertising issue.
Teaming Up For Success: Back to School and Sports, September 2015.

Introduce your school to our 123,000 readers!



Ad Deadline:
July 15
Ads/Art due July 22

Contact Keri Hake
Advertising Sales Manager
NORTHWEST CATHOLIC

Sizes

School 3x Rate*

Guide (1.75" w x 2.1" h or 3.6" w x 1" h)

Eighth Page (3.6" w x 2.3" h)

Quarter Page (3.6" w x 4.79" h)

Third Page (2.34" w x 9.75" h)

Half Page H: (7.37" w x 4.79" h)

Half Page V: (3.6" w x 9.75" h)

Full Page (7.37" w x 9.75" h)

\$267

\$850

\$1,125

ask ad rep

ask ad rep

ask ad rep

ask ad rep

} **Best Deal**

Phone: 206.382.2075

Fax: 206.382.3487

Email: advertising@seattlearch.org

www.seattlearchdiocese.org/advertising

www.NWCatholic.org

* Parishes/Schools must purchase three ads to receive the 3x rate.
Contact advertising for additional rates and discounts!

***NORTHWEST CATHOLIC is a proud partner
of the Office for Catholic Schools and
the Fulcrum Foundation.***