

NORTHWEST CATHOLIC



**Do you have an Open House coming up?
Open Enrollment?**

**Want 123,000 Catholics in Western WA
to learn more about your school?**

If so, reserve your ad space by Wednesday, Nov. 18 for the January 2016 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 2016 – Catholic Education

*Ad reservations due Nov. 18, Art due Dec. 2
Guide Themes: Catholic Schools*

May 2016 – Graduations: Celebrating Success

*Ad reservations due Mar. 23, Art due Mar. 30
Guide Themes: Catholic Schools*

Take advantage of the special school 3x rate!

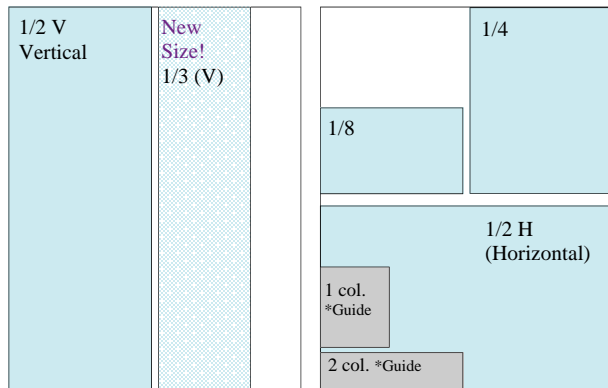
Purchase an ad for as little as \$267! (See the rate card, page 3)

THE MAGAZINE OF THE CATHOLIC CHURCH IN WESTERN WASHINGTON

710 9th Avenue • Seattle, Washington • 98104
www.NWCatholic.org • www.seattlearchdiocese.org/advertising

NORTHWEST CATHOLIC

ADVERTISING SPECS



BONUS: All ads have live links in the online flip-book

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. No black builds.

PRODUCTION CALENDAR

	Advertising Theme*	Ad Res. Deadline	Ad Art Deadline	Mailing Date
July/Aug. 2015	Special Interest: Health and Wellness	May 13	May 20	June 29
September	Teaming Up For Success: Back to School & Sports	July 15	July 22	Aug. 28
October	Special Interest: General Interest	Aug. 12	Aug. 19	Sept. 28
November	Special Interest: General Interest	Sept. 16	Sept. 23	Oct. 28
December	Special Interest: Seniors, Health & Wellness	Oct. 14	Oct. 21	Nov. 25
Jan./Feb. 2016	Catholic Schools Week: Catholic Education	Nov. 18	Dec. 2	Dec. 31
March	Special Interest: Seniors	Jan. 13	Jan. 20	Feb. 26
April	Special Interest: Health and Wellness	Feb. 17	Feb. 24	Mar. 30
May	Graduations: Celebrating Success	Mar. 23	Mar. 30	April 28
June	Special Interest: Health & Seniors	April 20	April 27	May 27
July/Aug. 2016	Special Interest: Home and Garden	May 18	May 25	June 29

* Dates or themes may change

ADVERTISING

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
NEW SIZE! Third Page - (V) 2.3472" x 9.75"	\$ 2,875	\$ 2,155	\$ 1,625	\$ 1,205
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"x2.1" (2 column) 3.60"x1"	\$ 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"	\$4,375	\$3,281	\$2,469	\$1,844
Winning Spirit - Student of the Month Sponsorship	<i>Contact Ad Sales Rep for pricing</i>			
<i>Other Premium: Page 5 (Half Page Vertical)</i>	<i>Add 10% to regular prices</i>			

*NW Catholic Business Guide ads will be in the back of the magazine in various groupings.

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 – 2015/16 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 January issue, you may upgrade to one of the larger sizes at the prices listed above. Just let us know before Nov. 18.

Thanks to the schools with January space already reserved (as of 11.5.15)

Saint Martin's University
Kennedy Catholic
Pope John Paul II High School
Assumption St. Bridget
Assumption Catholic School
Christ the King
Holy Family, Auburn
Holy Family, Lacey (So. Sound Schools)
Holy Names Academy
Our Lady of Guadalupe

Queen of Angels
St. Anthony
St. Frances Cabrini
St. Joseph, Chehalis (So. Sound Schools)
St. Mary, Aberdeen (So. Sound Schools)
St. Michael, Olympia (So. Sound Schools)
St. Thomas More
St. Vincent de Paul



VISITATION
CATHOLIC STEM ACADEMY

OPEN HOUSE
Pre Kindergarten-8th Grade
January 30th | 8:30am-2:30pm

3306 S. 58th St., Tacoma, WA 98409
235-474-6424
www.visitationstemacademy.org



ST. PIUS X
CATHOLIC SCHOOL

www.stpx.org
(425) 778-9861

22105 58th Avenue West | Mountlake Terrace, WA 98043

Excellence in Education
Rooted in Faith



ST. BERNADETTE
PARISH SCHOOL


OPEN HOUSE
Wednesday January 28, 2015
9:30-10:30am & 6:30-7:30pm
Also by appointment the first Friday of each month

1028 SW 128th St, Seattle
206-244-4934
www.stbernadettesea.org



OUR LADY OF GUADALUPE
WEST SEATTLE

Open House
Sunday • January 25th • 9-1
Preschool - 8th Grade
206 935 0651
guadalupe-school.org



St. Anthony
School

Open House
January 29th
6:30 pm

Why St. Anthony School?
Visit www.sasr.org
to find the answers.



ST. THERESE
CATHOLIC ACADEMY

Seattle's Blended Learning,
Catholic Grade School
Open House 1/25, 10am-12pm
www.stthereseatl.org

Jan. 22nd 6:30pm
Pre/K/K Info Night

Jan. 25th 10:00am
Open House

Feb. 24th 6:30pm
Middle School Fun, Friends & Facts Night

Christ the King Catholic School

We are 7.5 & Alive in the Spirit!

415 N. 117th Seattle, WA | 206.364.6890 | www.ckseattle.org

Since 1949




Our Lady of the Lake
CATHOLIC SCHOOL

OPEN HOUSE

Preschool - 8th Grade
January 13th, 9am

3520 NE 89th Street • Seattle, WA 98115
206-525-9980 • www.ollseattle.org

St. Thomas More Parish School
Catholic Schools Week
OPEN HOUSE
Sunday, Jan. 25, 2015 • 10:40am - 11:50am



Preschool - Grade 8 • WCEA Accredited

St. Thomas More School: Developing a child's spiritual growth, academic excellence and personal confidence.

6511 176th St. SW, Lynnwood, WA 98037
425.743.4242 • www.stms.org

Imagine Your Child Here!



St. Philomena
Catholic School



Open Houses
Sun., Jan 25th 9:30 to 11:00AM
Wed., Jan. 28th 9:00 to 11:00AM
and 4:00 to 7:00PM

1815 S. 220th St., Des Moines, WA 98198
206.824.4051
www.stphilomenaschool.com
Serving PreK-8th Grade



ST. JOSEPH SCHOOL
Educating the whole child

OPEN HOUSE January 25
10:30 a.m.-noon on Seattle's Capitol Hill


K-8 APPLY ONLINE: www.stjosephsea.org



ST. MADELEINE SOPHIE
CATHOLIC SCHOOL
Serve - Lead - Love - Learn

OPEN HOUSE
Sunday, January 25, 2015
9:30am - 12:30pm

2014 NCEA - Shaughnessy Family Foundation Inclusion Award Winner



Holy Names Academy
admissions@holynames-sea.org
www.holynames-sea.org
(206) 720-7805

Visit Our Open Houses

Pre-K - Grade 8
Tuesdays in January
9 am

Sunday, January 25, 2015
10:30 am - Noon



St. Matthew
School

206.362.2785
stmatsschool.org

1230 NE 127th St.
Seattle, WA 98125



ST. FRANCES CABRINI CATHOLIC SCHOOL
OPEN HOUSE
Sunday, Jan. 25, 2015, 10am-1pm
Thursday, Jan. 29, 2015, 6-7:30pm

Visit us at: www.cabrinischool.org
"Like" us at: www.facebook.com/StFrancesCabriniSchool



All Saints Catholic School
GROWING IN FAITH • ENRICHING MINDS • INSPIRING SERVICE

CALL TODAY FOR A PRIVATE TOUR
PRESCHOOL - 8TH GRADE

ALLSAINTSPUYALLUP.ORG

2323 54TH AVE E | FIFE | 98424 | 253.922.5360
504 2ND ST SW | PUYALLUP | 98371 | 253.845.5025

50TH ANNIVERSARY YEAR



St. Vincent de Paul School
OPEN HOUSE
Preschool - Grade 8
January 25, 9:00AM - Noon

30527 8th Avenue S, Federal Way, WA 98003 | 253-839-3532
www.stvps.org



Assumption-St. Bridget School
Kindergarten-8th Grade

OPEN HOUSE | January 25th 9:30am-Noon
6220 32nd Avenue NE, Seattle, WA 98115, 206.524.7452
www.asbschool.org