

NORTHWEST CATHOLIC



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

**Want 126,000 Catholics in Western WA
to learn more about your school?**

If so, reserve your ad space by Wednesday, Nov. 23 for the January 2017 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!!

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 2017 – Catholic Education

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

May 2017 – 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 school rate card, page 2)

THE MAGAZINE OF THE CATHOLIC CHURCH IN WESTERN WASHINGTON

710 9th Avenue • Seattle, Washington • 98104



NORTHWEST CATHOLIC – School Rates

[View the 2016 School Issue](#)

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! *

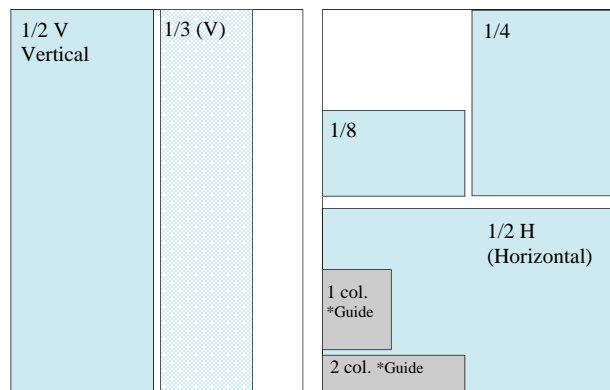
*** Guidelines:**

- 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).

To reserve your space, contact Keri Hake, Ad Sales Manager:

advertising@seattlearch.org • 206-382-2075

ADVERTISING SPECS



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

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

PRODUCTION CALENDAR

	Advertising Theme*	Ad Res. Deadline	Ad Art Deadline	Mailing Date
July/Aug. 2016	Advertising: General Interest	May 18	May 25	June 29
September	Back to School: Teaming Up for Success	July 13	July 20	Aug. 29
October	Advertising Interest: Health & Wellness	Aug. 17	Aug. 24	Sept. 28
November	Advertising Interest: Death & Dying	Sept. 14	Sept. 21	Oct. 28
December	Advent: Ready for the Holidays?	Oct. 19	Oct. 26	Nov. 28
Jan./Feb. 2017	Catholic Schools Week: Catholic Education	Nov. 23	Nov. 30	Dec. 30
March	Advertising Interest: Home & Garden	Jan. 18	Jan. 25	Feb. 27
April	Easter See and Believe	Feb. 15	Feb. 22	Mar. 28
May	Graduations: Celebrating Success	Mar. 15	Mar. 22	April 27
June	Religious Life: Ordinations	April 19	April 26	May 27
July/Aug. 2017	Advertising Interest: Health & Fitness	May 17	May 24	June 28

* Dates or themes may change

ADVERTISING RATES

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
Other Premium: Page 5 (Half Page Vertical)		Add 10% to regular prices		

*NWC 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.

www.seattlearchdiocese.org/advertising

RESERVE SPACE

Keri Hake, Ad Sales Manager
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