

NORTHWEST CATHOLIC

November 6, 2017

Attn: Principal, Development Director & Marketing Coordinator
Archdiocese of Seattle
Catholic Schools

Greetings,

Wow...November really came in with a flurry this past weekend, I hope this isn't a sign of things to come! Just in case, you might want to pre-reserve space in the January schools issue.

*If you haven't already done so, consider placing an ad in the January 2018,
NORTHWEST CATHOLIC, Catholic Schools Week issue.*

We are currently reaching **125,000 Catholic households** in Western Washington. No other local publication can give you the unique marketing and communications opportunity that NORTHWEST CATHOLIC can. I will help you design an ad program that will advance your schools mission.

This issue will be mailed December 29, so this is the perfect opportunity to advertise your winter open house dates and tours as well as admission information.

Space reservations are due next Wednesday, November 15
Art deadline is November 29

We have two offers this year: the special 3x school pricing is available as well as a special 1x rate for just this issue.

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

Blessings,



Keri Hake
Advertising & Marketing Manager
NORTHWEST CATHOLIC

Catholic Education

January/February 2018

Reservations due: November 15

Materials due: November 29



Help 125,000 Catholic Families Plan Their Childrens' Education

NORTHWEST CATHOLIC readers value a good education very highly. That's why they are 61% more likely than Western Washington residents to have a bachelor's degree and 185% more likely to have a postgraduate degree. Our readers will be very involved in education choices for their children and grandchildren. And they will be the primary source of funding for those choices. Tell them your story in a publication sent to them by their archbishop that they read, trust and retain. Make sure your school at the top of their list when the time arises.

SPECIAL ADVERTISING OFFER

Take advantage of the special 3x School Rate, see attached rates or, purchase one ad (one time only in this special section) at the 6x rate.

NORTHWEST
CATHOLIC

Keri Hake • Ad Sales Manager • 206-382-2075 • advertising@seattlearch.org • www.NWCatholic.org
www.seattlearchdiocese.org/advertising

*Source: NWC readership study by Circulation Verification Council, February 2015



NORTHWEST CATHOLIC – 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).

Contact Keri Hake, Ad Sales Manager,
[email](#), or phone 206-382-2075
to reserve your space.