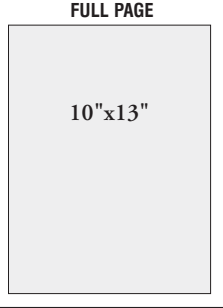
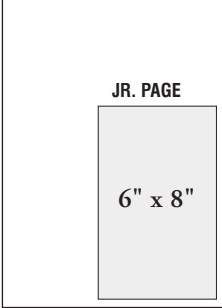
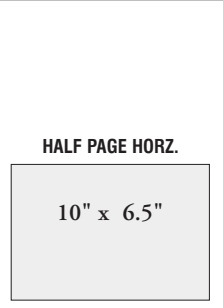
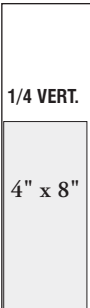
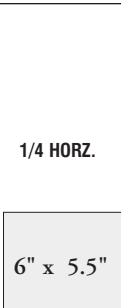




Ad Sizes and Rates

FULL PAGE  <p>10" x 13"</p>	JR. PAGE  <p>6" x 8"</p>
HALF PAGE HORZ.  <p>10" x 6.5"</p>	1/4 VERT.  <p>4" x 8"</p> 1/4 HORZ.  <p>6" x 5.5"</p>
1/8 HORZ.  <p>6" x 2.66"</p>	1/8 VERT.  <p>4" x 4"</p>

• Service & Repair Directory •

(12 month minimum)

A combined display listing of Business Services in the Fort Wayne-South Bend Diocese.

Two Sizes available:

Business Card: (3 1/4" wide x 2" deep)

\$41.00 per month / \$492 per year

Executive: (5" wide x 2" deep)

\$61.00 per month / \$732.00 per year

TODAY'S CATHOLIC

NEWSPAPER
Five Column Format

Advertising Column Sizes =
Editorial Text Column Sizes

Advertising Rates (NET)

Non-commissionable

Local advertising Rates • Oct 15, 2009

SIZE	#INCHES	1X(\$)	2-6X	7-12X	13-24X	25-47X
Full Page	65	\$848	\$812	\$806	\$752	\$686
1/2 Page (horz)	32	449	417	405	388	355
Jr. Page	24	400	382	370	338	308
1/4 Page (horz)	16	227	221	212	203	185
1/4 Page (vert)	16	227	221	212	203	185
1/8 Page (horz)	8	116	111	106	99	91
1/8 Page (vert)	8	116	111	106	99	91
Local Col Inch		\$14.50	\$13.87	\$13.25	\$12.37	\$11.37
OUR NATIONAL RATE		\$15.00				

Black & 1 spot color - \$77.00 on designated pages
\$109.00 anywhere

4 color \$196.00 on designated pages - \$258.00 anywhere

www.diocesefwsb.org/TODAY

Printing Specifications

PDF digital format is preferred.

Submit digital files via CD or email.

Please set distiller to "Press Quality" and **check box to embed all fonts**. Other digital formats accepted: EPS with embedded fonts, Illustrator EPS, Tiffs or JPEGs, InDesign and QuarkXPress files. Please include all images and fonts (screen and printer fonts) with InDesign and QuarkXPress files. Photos and art must have a resolution of 300 dpi. Please send or fax a printed copy of exact submitted digital file.

Publisher is not responsible for ad appearance if a hard copy does not accompany digital files.

Publisher can prepare your ad. Please contact your Advertising Account Representative.

one column = 1.875 inches wide.

Circulation and Readership Profile

Today's Catholic is published 46 weeks a year. Currently, the circulation is 52,000, representing all registered families in the Catholic Diocese of Fort Wayne-South Bend. The diocese includes 14 counties in northeastern Indiana. With our editorial content that offers enormous credibility, *Today's Catholic* offers advertisers a way to reach these Catholic families effectively. Many of our readers are two-income families, which means more money/less time. This translates into a wealth of needed services; restaurants, clothing, school tuition, financial institutions for college trust funds, home equity loans, insurance policies, home maintenance/improvement, travel, prescriptions and healthcare aids. Finally, 62% of *Today's Catholic* readers report "considerable" confidence in the paper's advertisers and spend an hour or more with each issue.

• Client's Inserts •

Maximum size for inserts is 7 1/4" x 11"
We can accept larger sizes, but they must be folded to this size or smaller.

We charge for folding.

Insert rate per thousand: \$61.00

DEADLINE FOR INSERTS

Reservation: 23 days prior to

Sunday publication date.

DELIVERY: 10 days prior to publication date.

Cancellation: 10 days prior to publication date.

Today's Catholic

Serving the Diocese of Fort Wayne-South Bend

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