

Advertising Agreement

Deadlines – Contract & Artwork: October 6, 2017 **Payment:** October 20, 2017

FEATURED PAGES:

FULL PAGE, FULL COLOR (5" w X 8" h, CMYK, PDF or JPEG format)

Right of first refusal offered to all previous year's customers until September 8, 2017.

I. Cover Pages

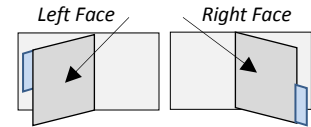
- | | |
|--|------------------------|
| <input type="checkbox"/> Inside-Front Cover: | \$1,550 (Left) |
| <input type="checkbox"/> Inside-Back Cover: | \$1,445 (Right) |
| <input type="checkbox"/> Outside-Back Cover: | \$1,650 |

II. Glossy Divider Tab Page

\$1,250-Left Facing, \$1,100-Right Facing

Tab Positions

- | | | |
|--------------------------------------|-------------------------------|--------------------------------|
| #1 Publication Listing Tab: | <input type="checkbox"/> Left | <input type="checkbox"/> Right |
| #2 Diocesan Publications Tab: | <input type="checkbox"/> Left | <input type="checkbox"/> Right |
| #3 National & International Pub Tab: | <input type="checkbox"/> Left | <input type="checkbox"/> Right |
| #4 Non-English Publications Tab: | <input type="checkbox"/> Left | <input type="checkbox"/> Right |
| #5 General Pub & Service Member Tab: | <input type="checkbox"/> Left | <input type="checkbox"/> Right |
| #6 Freelance & Affiliate Member Tab: | <input type="checkbox"/> Left | <input type="checkbox"/> Right |
| #7 Bylaws and Fair Practices | <input type="checkbox"/> Left | <input type="checkbox"/> Right |



Mechanical Requirements

- PDF or JPEG file required.
- CMYK color format
- All ads made to specs.

Specs

- Bleed: 6 ¼" x 9 ¼"
- Page Trim: 6 1/8" x 9"
- Spiral Bind Cutouts: 3/8"

III. Special Position Pages – Left Facing

\$1,025

- Page 4 Page 6 Page 8 Last page of Book

MISCELLANEOUS PAGES:

Run of Page - BLACK/WHITE ONLY

- | | | |
|----------------------------|--|--------------|
| A. Full Page | <input type="checkbox"/> 5" w x 8" h | \$700 |
| B. Half Page | Vert <input type="checkbox"/> 2.333" w x 8" h | \$520 |
| | Horz <input type="checkbox"/> 5" w x 3.75" h | \$520 |
| C. Quarter Page | Vert <input type="checkbox"/> 2.33" w x 3.75" h | \$310 |
| | Horz <input type="checkbox"/> 5" w x 1.75" h | \$310 |
| D. Spot Ads | <input type="checkbox"/> 2.333" x 2.333" | \$185 |
| E. Publication Logo | <input type="checkbox"/> We size to fit your listing | \$35 |

Payment Method

Total Due \$ _____

- Check Enclosed
- Charge our Credit Card
- Please invoice us at the below address

Payment due October 20, 2017

RESERVATION & BILLING INFORMATION – Please Print or Type

Publication/Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

CC# _____ Expiration Date: _____ Security Code: _____

By signing below, I acknowledge agreement for advertising placement in the 2018 Catholic Press Association Directory.

Signature: _____ Date: _____

Submit signed agreement & ad copy to Tim Walter at twalter@catholicpress.org. Subject line: Directory