

Personnel and Statement of Purpose

Bishop Thomas J. Olmsted - Publisher
Robert DeFrancesco - Editor

The Catholic Sun, the award-winning monthly newspaper of the Roman Catholic Church of Phoenix, provides objective and accurate current information about the Church, both local and worldwide, and events that reflect the lives and activities of the People of God.

Circulation (116,000)

The Catholic Sun serves the Diocese of Phoenix with information, education and a forum for discussion.

The Diocese of Phoenix encompasses the counties of Coconino, Maricopa, Mohave and Yavapai in Arizona. Ninety percent of the circulation is in Maricopa County, which includes the metropolitan Phoenix area. Sixty-eight percent of the population of the State of Arizona is within the Diocese of Phoenix.

Closing/Publication Dates

The Catholic Sun is delivered by mail on the third Thursday of each month. Space reservations are due by noon 15 days in advance of issue date, and materials 10 days in advance.

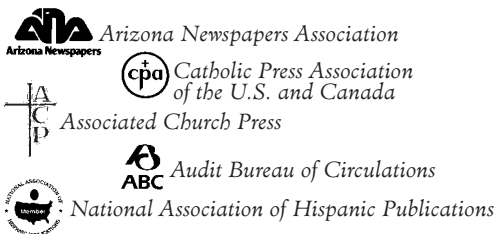
Liability and Responsibility

The advertiser and/or agency representative agree that all materials and copy will comply with all state and federal laws and regulations.

The Catholic Sun is not responsible or liable for subject matter in copy or art placed by its advertisers.

The advertiser and/or agency placing advertising jointly and separately agree upon the indemnity of The Catholic Sun against all expenses, loss or damage incurred or sustained by reason of printing such copy or art.

Serving the Diocese of Phoenix Since 1985



General Advertising Policies

- All display advertising rates are subject to applicable taxes.
- The advertiser must meet the deadline schedule. Advance deadlines may be required due to holidays or special issues or supplements. ROP (run of the paper) advertising deadlines are ten days in advance of issue date.
- All copy and artwork are subject to publisher's approval. The Catholic Sun reserves the right to reject any advertising copy or art.
- The Catholic Sun reserves the right to revise advertising rates at any time upon 30 days notice, in writing. All orders, agreements and contracts are accepted subject to this notice.
- Alcoholic beverage (beer and wine) advertising accepted. Tobacco product advertising not accepted.
- Any corrections, copy changes or art changes made by the advertiser after materials have been received and sent to the printer will be charged for page make-overs, etc., at the printer's rate.
- The Catholic Sun is not responsible or held liable for any damages which may result from errors or omissions in the advertising beyond the value paid for the advertising. An advertiser must claim the error within seven days from date of publication of the error. There will be no cash reimbursements, only credit toward advertiser's next ad. Credit will only be in proportion to the error.
- All bills must be paid in 30 days. A service charge of 1.5% will be added each month on unpaid accounts.

Advertising Terms

- There is a 15% premium for preferred positioning on a "space available" basis, for ads minimum of 16 column inches. All other ads will be placed ROP at the discretion of the publisher.
- If there is no contract, the advertiser will be billed at the open rate.
- Yearly frequency rates require a contract. Contracts are for one year, starting with date of first insertion. All contracted space must be used in the designated year.
- If the advertiser does not fulfill space terms of the contract, the advertiser will be rebilled at the earned rate.
- Cash/check/credit card will be required with copy unless credit is established.
- Advertising must be supplied as a digital file to be eligible for 15% agency commission.

Advertising Rate Card

No. XI

Effective
July 1, 2010

e-mail: advertising@catholicssun.org
www.catholicssun.org

400 East Monroe St.
Phoenix, AZ 85004

Mailing address:
P.O. Box 13549
Phoenix, AZ 85002

(602) 354-2139
Fax (602) 354-2429

Newspaper and Publishing

The Catholic Sun

Ad Frequency		1 time	2 times	4 times	8 times	12 times
Cost Per Column Inch		\$40	\$37	\$35	\$34	\$33
Ad Size						
Full page	5x12.5 / 62.5 ci	\$2,500	\$2,312.50	\$2,187.50	\$2,125	\$2,062.50
2/3 page (h)	5x8 / 40 ci	\$1,600	\$1,480	\$1,400	\$1,360	\$1,320
1/2 page (v)	3x12.5 / 37.5 ci	\$1,500	\$1,387.50	\$1,312.50	\$1,275	\$1,237.50
1/2 page (h)	5x6.25 / 31.25 ci	\$1,250	\$1,156.25	\$1,093.75	\$1,062.50	\$1,031.25
1/3 page (v)	2x12.5 / 25 ci	\$1,000	\$925	\$875	\$850	\$825
1/3 page (h)	4x5 / 20 ci	\$800	\$740	\$700	\$680	\$660
1/4 page (v)	2x8 / 16 ci	\$640	\$592	\$560	\$544	\$528
1/4 page (h)	4x4 / 16 ci	\$640	\$592	\$560	\$544	\$528
1/6 page (h)	3x4 / 12 ci	\$480	\$444	\$420	\$408	\$396
1/8 page	2x4 / 8 ci	\$320	\$296	\$280	\$272	\$264
1/16 page (h)	2x2 / 4 ci	\$160	\$148	\$140	\$136	\$132
Non-Profit & Diocesan Rate: \$35 Column Inch						
(h) = horizontal - (v) = vertical - ci = column inch						

ROP Display Mechanical Specs

Full Page
10" x 12.417" (60p x 74p6)

Half Page
10" x 6.25" (60p x 37p6)

One Column
11p / 1.833 inches

Two Columns
23p3 / 3.875 inches

Three Columns
35p6 / 5.917 inches

Four Columns
47p9 / 7.958 inches

Five Columns
60p / 10 inches

Color Rates

- Spot Color (black plus one color - cyan or magenta) \$150
Full Color (4-color per tab page) \$450
- We use only process CMYK or process spot colors.
PANTONE AND SPECIAL INKS ARE NOT ACCEPTED

Classified Display Advertising

- 18 word minimum. Each word counts (within reason).
Phone numbers count as one word. The first two words only are **BOLD CAPS**. The Catholic Sun reserves the right to classify, make standard abbreviations, edit or refuse ads that are deemed inappropriate.

Classified rate per word/per run time:

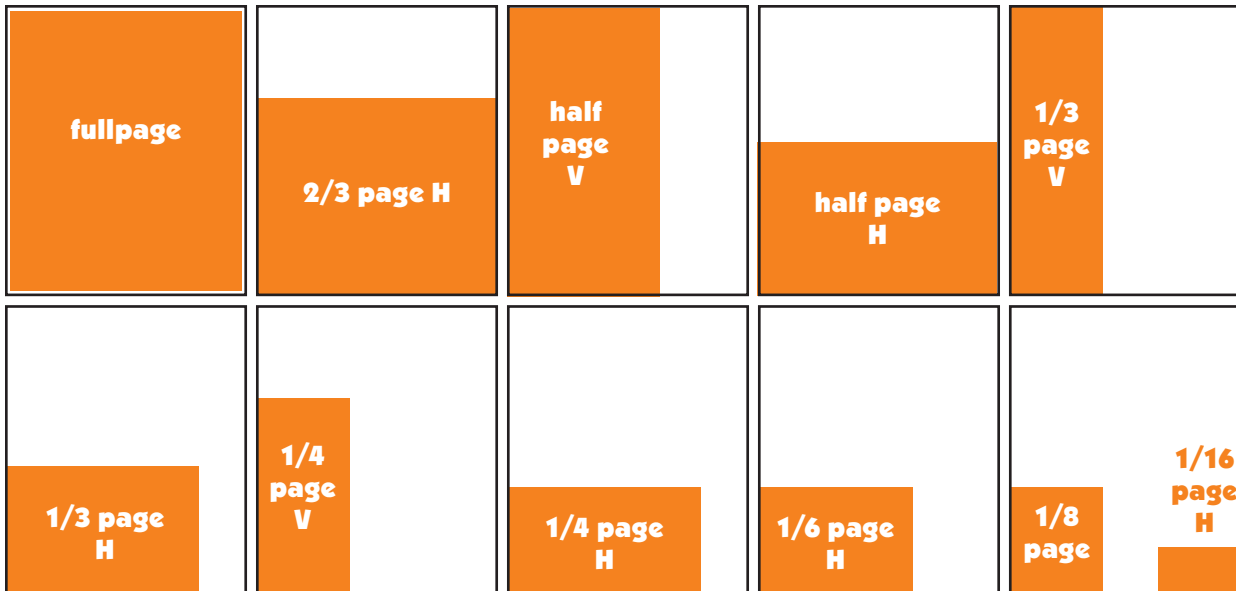
1 time:	\$1.75 per word
2-3 times:	\$1.50 per word
4-7 times:	\$1.25 per word
8-12 times	\$1.00 per word

Pre-Printed Inserts

1. Minimum quantity for insertions: 5,000 pieces.
Complete press run is approximately 120,000.
Contact your sales rep for current circulation figures.
2. Cost: \$65 per thousand for a full-run insert.
3. Terms:
 - Inserts cannot be larger than 10" x 13", nor be more than eight pages.
 - Inserts must be submitted three weeks in advance for postal and content approval prior to the insertion date.
 - Inserts must be delivered to the printer two weeks prior to the insertion date.
 - Inserts can be delivered to selected ZIP codes.

Electronic/Digital Artwork Specifications

- We can accommodate the following programs/files:
 - Adobe InDesign CS2©
 - Adobe Photoshop CS2©
 - Adobe Illustrator CS2©
 - Microsoft Word© & PDF
- We can accept files saved as: **psd - eps - tiff - jpeg - pdf**
- **We can accept only process CMYK colors.**
PANTONE AND SPECIAL INKS ARE NOT ACCEPTED.
- 4-color CMYK & grayscale art resolution:
300 ppi max. / 133 ppi min.
Line-art resolution: 600 ppi min.



Online Advertising

www.catholicsun.org

Allows the advertiser to extend its campaign with the same quality as our print product.

Weekly E-Newsletter

Ask your sales representative for rates to augment your print campaign.