

## Personnel and Statement of Purpose

Bishop Thomas J. Olmsted, Publisher  
Robert DeFrancesco, Editor

The Catholic Sun, as the official semi-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 life and activities of the People of God.

## Circulation

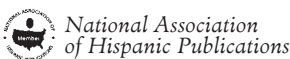
The Catholic Sun serves the Diocese of Phoenix with information, education and a forum for discussion.

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 first and third Thursdays of each month. Space reservations and materials are due by noon ten days in advance of issue date.

## Member



Serving the Diocese of Phoenix Since 1985

## General Advertising Policies

- a. All display advertising rates are subject to applicable taxes.
- b. 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.
- c. All copy and artwork are subject to publisher's approval. The Catholic Sun reserves the right to reject any advertising copy or art.
- d. 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.
- e. Alcoholic beverage (beer and wine) advertising accepted. Tobacco product advertising not accepted.
- f. 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.
- g. 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.
- h. All bills must be paid in 30 days. A service charge of 1.5% will be added each month on unpaid accounts.

## Advertising Terms

- a. 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.
- b. If there is no contract, the advertiser will be billed at the open rate.
- c. 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.
- d. If the advertiser does not fulfill space terms of the contract, the advertiser will be rebilled at the earned rate (e.g., if an advertiser contracts for 24 insertions, but only runs 12 insertions in the calendar year, the advertiser will be billed for the ads run at the difference between the 24x rate, or contracted rate, and the 12x rate, or earned rate.)
- e. Cash/check/credit card will be required with copy unless credit is established.
- f. Advertising must be supplied as a digital file to be eligible for 15% agency commission.

Advertising Rate Card No.X  
Effective January 01, 2008

Newspaper and Publishing

# The Catholic Sun

400 East Monroe St.  
Phoenix, AZ 85004

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

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

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

## ROP Display - Mechanical Requirements

- a. • Five columns per page.
  - Gutter size: 1p3
  - Column depth is 12.417" (74p6).
- b. Page size: 10" wide x 12.75" deep (63.75 column inches per page)

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

- a. • Full page ad: 10" x 12.417" (60p x 74p6)
- Half page ad: 10" x 6.25" (60p x 37p6)

## Electronic/Digital Artwork Specifications

- a. We can accommodate the following Macintosh programs/files:
  - Adobe InDesign CS2<sup>®</sup> - Adobe Photoshop CS2<sup>®</sup>
  - Adobe Illustrator CS2<sup>®</sup> - Microsoft Word<sup>®</sup>
- b. We only use process CMYK colors. Pantone and special inks are not accepted.
- c. We can accept files saved as: eps, tiff, jpeg, or PDF.
- d. For grayscale or 4-color art use 200 ppi maximum to 133 ppi minimum. Line-art use 600 ppi minimum.
- e. We can accept ads on CD. Materials are due by noon, ten days in advance of issue date.
  1. A laser print out of the advertisement/document must accompany disk
  2. Remember to include all appropriate fonts
  3. Art must be packaged/collected for output
- f. We can accept ads electronically:
  - Files can be sent to your Sales Representative's e-mail.
  - Files can be uploaded to The Catholic Sun FTP site: <http://files.catholicsun.org/>.

## Color Rates

- a. Rates for black plus color (cyan or magenta) are \$150, and \$450 for four-color per tab page.
- b. We only use process CMYK colors. Pantone and special inks are not accepted
- c. Advertiser must provide color key, due by noon ten days in advance of issue date.

## Classified and Classified Display Advertising

- a. **Classified advertising:** 18 word minimum. Any portion of a line pays for the full line. Each word counts (within reason). Usually, short words are balanced out by longer words. 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. A \$2 internet charge will be applied to each ad.

Classified rate per line/per run time:

<b>1 time:</b>	\$5.25 per line
<b>2-3 times:</b>	\$4.95 per line, per time
<b>4-11 times:</b>	\$4.50 per line, per time
<b>12+times (no changes):</b>	\$4.25 per line, per time

## Pre-Printed Inserts

- a. Minimum quantity for insertions: 5,000 pieces. Complete press run is approximately 120,000. Contact your Sales Rep for current circulation figures.
- b. Cost: \$65 per thousand for a full-run insert – 120k  
 \$70 per thousand for a partial insert – 50k-119k  
 \$75 per thousand for a partial insert – 20k-49k  
 \$80 per thousand for a partial insert – 5k-19k
- c. Terms:
  1. Inserts cannot be larger than 10" x 13", nor be more than eight pages.
  2. Inserts must be submitted three weeks in advance for postal and content approval prior to the insertion date.
  3. Inserts must be delivered to the printer two weeks prior to the insertion date.
  4. Inserts can be delivered to selected ZIP codes.

## Online Advertising

- a. [www.catholicsun.org](http://www.catholicsun.org) — Allows the advertiser to extend its campaign with the same quality as our print product. Ask your Sales Representative for rates to augment your print campaign.

## Liability and Responsibility

- a. The advertiser and/or agency representative agree that all materials and copy will comply with all state and federal laws and regulations.
- b. The Catholic Sun is not responsible or liable for subject matter in copy or art placed by its advertisers.
- c. 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.

Ad Sizes	Columns	Height	Total Column In.	\$37/CI Open Rate (No Contract)	\$34/CI 2X Rate Contract	\$33/CI 4X Rate Contract	\$32/CI 8X Rate Contract	\$31/CI 12X Rate Contract	\$30/CI 24X Rate Contract
Full Page	5	12.75	63.75	\$2,358.75	\$2,167.50	\$2,103.75	\$2,040	\$1,976.25	\$1,912.50
3/4 Page (V)	4	12.75	51	\$1,887	\$1,734	\$1,683	\$1,632	\$1,581	\$1,530
3/4 Page (H)	5	9	45	\$1,665	\$1,530	\$1,485	\$1,440	\$1,395	\$1,350
2/3 Page (V)	4	10	40	\$1,480	\$1,360	\$1,320	\$1,280	\$1,240	\$1,200
2/3 Page (H)	5	8	40	\$1,480	\$1,360	\$1,320	\$1,280	\$1,240	\$1,200
1/2 Page (V)	3	12.75	38.25	\$1,415.25	\$1,300.50	\$1,262.25	\$1,224.20	\$1,185.75	\$1,147.50
1/2 Page (H)	5	6.25	31.25	\$1,156.25	\$1,062.50	\$1,031.25	\$1,000	\$968.75	\$937.50
1/3 Page (V)	2	10	20	\$740	\$680	\$660	\$640	\$620	\$600
1/3 Page (H)	4	5	20	\$740	\$680	\$660	\$640	\$620	\$600
1/4 Page (V)	2	8	16	\$592	\$544	\$528	\$512	\$496	\$480
1/4 Page (H)	4	4	16	\$592	\$544	\$528	\$512	\$496	\$480
1/8 Page	2	4	8	\$296	\$272	\$264	\$256	\$248	\$240
1/16 Page	2	2	4	\$148	\$136	\$132	\$128	\$124	\$120
<b>Non-Profit:</b>	<b>\$33/CI</b>		<b>Diocesan:</b>	<b>\$31/CI</b>					