

ISSUE	CLOSING & MATERIALS	EDITORIAL HIGHLIGHTS	VALUE-ADDED MARKETING SUPPORT & SPECIAL AD SECTIONS
Sept. 2010	Closing: July 7 Materials: July 14	The Essential Handbook & Planning Guide Catechesis and Technology Guidelines for CREs	Email Blast Program (1/3-page or larger advertisers) Market Place VBS section Handbook & Planning Guide Sponsorship Opportunity
Oct. 2010	Closing: July 30 Materials: Aug. 6	Early Childhood Programs Best Practices for Catechists Teaching, Learning, Praying the Rosary	Direct Mail Lists (1/3-page or larger advertisers) Market Place VBS section
Nov./Dec. 2010	Closing: Sept. 1 Materials: Sept. 8	Holiday Celebrations for the Classroom Destination: Vatican City Liturgical Year Calendar and Lesson Guide Advent Wreath Blessing	Banner Ad on our website (1/3-page or larger advertisers) Market Place VBS section Vocations ad section
Jan. 2011	Closing: Oct. 28 Materials: Nov. 4	Teaching the Sacrament of Matrimony Eucharistic Generosity Teen Programs: What Works Best?	Target Mailer to DREs (1/2-page or larger advertisers) Market Place VBS section
Feb. 2011	Closing: Nov. 19 Materials: Nov. 29	How to Purchase a Religious Education Program A Glossary for Catechists The Lord's Prayer During Lent Lenten Ideas for the Classroom	Email Blast to LA Congress attendees (1/3-page or larger advertisers) Market Place VBS ad section Vocations ad section
Mar. 2011	Closing: Jan. 4 Materials: Jan. 11	How to Teach About Missions Creative Ideas for Working with Young Believers Celebrating Familyhood Arts-and-Craft Lesson	Bonus Distribution at LA Congress Market Place VBS ad section CATECHIST Bookstore—NEW
Apr./May 2011	Closing: Jan. 27 Materials: Feb. 3	End-of-Learning-Year Celebrations Emmaus: The Crossroads of Faith Practical Ideas for Teaching the Beatitudes	Bonus Distribution at NCEA/NPCD and NCCL Market Place VBS section Vocations ad section
Sept. 2011	Closing: July 6 Materials: July 13	The Essential Handbook & Planning Guide Ideas for Launching a Good Year	Email Blast Program (1/3-page or larger advertisers) Market Place VBS section Handbook & Planning Guide Sponsorship Opportunity
Oct. 2011	Closing: July 29 Materials: Aug. 5	Ideas to Teach About Saints	Direct Mail Lists (1/3-page or larger advertisers) Market Place VBS section
Nov./Dec. 2011	Closing: Aug. 1 Materials: Sept. 7	Advent/Christmas Activities	Banner Ad on our website (1/3-page or larger advertisers) Market Place VBS section

VALUE-ADDED MARKETING SUPPORT DESCRIPTIONS

Email Blast Program. Email blast to DREs and catechists with your 1/3-page or larger ad in the September issue. Includes product image, 25-word description, and a link to your site.

Direct Mail Lists. 1,000 names of your choice from the most complete database of Catholic parish DREs and pastors in the country with your 1/3-page or larger ad in the October issue. Use them to target a specific region, test an offer, or simply as an add-on to a larger list order.

Banner Ad. Receive a banner ad on our website for any consecutive three months with your 1/3-page or larger ad in the November/December issue.

Target Mailer to DREs. Your sales literature is mailed to key buyers of catechetical and instructional products and services nationwide when you advertise in the January issue with a 1/2-page or larger ad. You provide the material—up to an 8-page brochure. We take care of the postage and mailing.

Email Blast Program. Email blast to DREs and catechist attendees of the LA Religious Education Congress with your 1/3-page or larger ad in the February issue. Includes product image, 25-word description, and a link to your site.

Bonus Distribution. Receive bonus distribution at LA Congress, March 18-20, Anaheim, CA.
Share Your Books. In print, online and on Facebook

Bonus Distribution. The April/May issue will be distributed at NCEA/NPCD and NCCL. You'll enjoy additional innovative ways to get your message seen by attendees. NCEA/NPCD, April 27-29, New Orleans, LA.

Email Blast Program. Email blast to DREs and catechists with your 1/3-page or larger ad in the September issue. Includes product image, 25-word description, and a link to your site.

Direct Mail Lists. 1,000 names of your choice from the most complete database of Catholic parish DREs and pastors in the country with your 1/3-page or larger ad in the October issue. Use them to target a specific region, test an offer, or simply as an add-on to a larger list order.

Banner Ad. Receive a banner ad on our website for any consecutive three months with your 1/3-page or larger ad in the November/December issue.

FREE MARKETING BONUSES

NCEA Flash Drive - April/May

When you place a full- or half-page ad in the April/May issue of CATECHIST your material will be included on the CATECHIST flash drive, handed out to 2,500 attendees at the 2011 National Catholic Educational Association Convention and NPCD.



Email Blasts - February

Email Blast to LA Congress attendees prior to the conference (1/3-page or larger advertisers).

Target Mailer - January

Your sales literature mailed to DREs (1/2-page or larger advertisers).

Banner Ads - Nov./Dec.

Your banner ad on our website for three consecutive months (1/3-page or larger advertisers).

Direct Mail - October

List of 1,000 DREs and pastors from across the country (1/3-page or larger advertisers).

Bonus Distribution

Bonus distribution at spring conferences:

- LA Congress - March (all advertisers)
- NPCD - April/May (all advertisers)
- NCEA - April/May (all advertisers)
- NCCL - April/May (all advertisers)