

Copy and Contract Regulations

- Only the conditions appearing here are binding upon the publisher. The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions, or otherwise that conflict with the provisions of this rate card.
- The publisher reserves the right to exclude any advertising that does not conform to the standards of the publication. All advertisements must be clearly and prominently identified by a trademark or other identification of the advertiser. The word "advertisement" shall be printed at the top or bottom of advertisements that, in the opinion of the publisher, might be confused with editorial material.
- The advertiser and its advertising agency, if there is one, shall be jointly and severally liable for payment of all monies due and payable to the publisher.
- The forwarding of an insertion order or space contract shall be construed as acceptance of all rates and conditions set forth in this card.
- Rates are subject to change without notice.
- Frequency discounts are based on calendar year. Cancellation of space reservation by the advertiser or its agent will result in an adjustment of the rate to reflect the actual space used at the earned frequency or volume rate.
- All position stipulations that appear on orders will be treated as requests unless guaranteed in writing by the publisher.
- All advertising composition and electronic file preparation must be separately paid for by the advertiser.
- The publisher shall not be liable for any costs or damages if for any reason the publisher fails to publish an advertisement.
- In consideration of the publication of an advertisement, the advertiser and/or agency will fully indemnify and save the publisher harmless from and against any judgments, costs, expenses, or disbursements incurred from any claims or suits arising out of publication.

Materials

- Electronic files uploaded to our website are preferred. Label materials with magazine issue date, advertiser name, phone number, contact name, and agency name (if applicable). Ad material uploading instructions:
Open your web browser and type in the URL: <http://www.peterli.com/prepress>
Ask your representative for the User Name and Password.
- Hard-copy color proof MUST accompany all submissions of ad materials, including submissions uploaded to our website.
- Desktop File Formats: PDF/X-1A files are preferred. EPS, TIF, InDesign and Mac Quark 6.5 files are acceptable. Build pages to trim size and extend bleed beyond page edge at least 1/8 inch. Use stylized fonts; do not apply style attributes to basic fonts. Enclose screen and printer fonts used with InDesign, Quark, EPS and TIF files. Do not nest EPS files in other EPS files. PDF files must be high resolution, 300 dpi or greater with colors in CMYK mode and fonts embedded. Images/scans must be in CMYK mode, not RGB mode, and must be 300 dpi or higher resolution. Colors must be in CMYK mode, no spot colors. Four-color solids should not exceed SWOP density of 280%.
- Color Calibration: SWOP standards, GATF SWOP approved scales, targets, and control patches. Include 5%, 25%, 50%, 75%, 100%, C, M, Y, K, control patches (color bars).
- Proofs are not furnished unless requested in writing and material is supplied at least two weeks in advance of regular closing date. Proofs will be billed separately.
- Send materials, except preprinted inserts, to: Advertising Production Manager, 2621 Dryden Rd., Suite 300, Dayton, OH 45439 Phone 800-523-4625; fax 800-370-4450.

Rate Card No. 44 Rates Effective May 2010

Rates

Size	1X	4X	7X
One Page	\$6,025	\$ 5,725	\$ 5,375
2/3 Page	\$4,635	\$4,400	\$4,200
1/2 Page	\$3,810	\$3,550	\$3,435
1/3 Page	\$2,440	\$2,300	\$2,175
1/6 Page	\$1,290	\$1,195	\$1,095
Back Cover	\$8,475	\$8,175	\$7,775
2nd/3rd Cvr	\$6,710	\$6,475	\$6,275
Four-color process	\$1,100	Per ad	

Preferred Positions

All cover positions are charged four-color. Inside preferred positions — add 15% to earned rate. (Subject to availability.)

Business Reply Cards/Inserts

BRC Space Charges: All BRCs must be accompanied by ROP space advertising.

5" x 7"\$4,115 4" x 6"\$3,740

Inserts: Sizes - 5" x 7" up to 8" x 11-1/8."

We trim 1/8" from head, face, and foot.

Stock—60# minimum up to 100# maximum text weight. Position—all inserts jog to foot (bottom). Printing is an additional charge; tipping is an additional charge. Bind-in card incurs no additional production charge if supplied according to specifications. All production costs for inserts printed by publisher must be paid by advertiser. Publisher's discount—none. Mail order—no special rates. Inserts are not counted in determining frequency rates.

Issues & Dates

CATECHIST is published 7X per year

Sept.	Closing: July 7, 2010 Materials: July 14, 2010
Oct.	Closing: July 30, 2010 Materials: Aug. 6, 2010
Nov./Dec.	Closing: Sept. 1, 2010 Materials: Sept. 8, 2010
Jan.	Closing: Oct. 28, 2010 Materials: Nov. 4, 2010
Feb.	Closing: Nov. 19, 2010 Materials: Nov. 29, 2010
Mar.	Closing: Jan. 4, 2011 Materials: Jan. 11, 2011
Apr./May	Closing: Jan. 27, 2011 Materials: Feb. 3, 2011

Mechanical Requirements

Publication Trim Size: 7-7/8" x 10-7/8"

Depth of column: 10"

One page bleed: 8-1/8" x 11-1/8"

Trim size: 7-7/8" x 10-7/8"

Live matter should be 1/4" from trim edge

Printing: web offset

