

2008-09 EDITORIAL CALENDAR

Issue	Closing and Materials	Editorial Highlights	Value-Added Marketing Support and Special Ad Sections
Sept. 2008	Closing: July 8 Materials: July 15	<i>Handbook & Planning Guide</i> Using Technology in Religious Education Start of the Learning Year You and Parents: Partners Throughout the Year	Email blast to DREs and catechists (all advertisers) Market Place ad section Vocations ad section <i>Handbook & Planning Guide</i> sponsorship opportunity
Oct. 2008	Closing: Aug. 1 Materials: Aug. 8	Saints and Holy Days Religious Education Activities and Resources for Grades 7 through 9 Learning about Guardian Angels: Lesson Plan and Prayer	Direct mail lists (1/3 page or larger advertisers) Market Place ad section Vocations ad section
Nov./Dec. 2008	Closing: Sept. 2 Materials: Sept. 9	Advent/Christmas Third Orders and Other Opportunities for Enriching Your Spiritual Life	Banner ad on our website Market Place ad section Vocations ad section
Jan. 2009	Closing: Oct. 29 Materials: Nov. 5	Sacraments The Paten, The Plate: Our Family at the Eucharist A Sacrament Review Activity A Classroom Activity for Experiencing Reconciliation	Target mailer to DREs (1/2 page or larger advertisers) Market Place ad section Vocations ad section
Feb. 2009	Closing: Nov. 21 Materials: Dec. 2	An Intergenerational Event for the Whole Parish Ideas for Helping Students Journey Through Lent The Seed: Its Power and Promise Teaching the Ninth Commandment	Email blast to LA Congress attendees (1/3 page or larger advertisers) Market Place ad section Vocations ad section
Mar. 2009	Closing: Jan. 5 Materials: Jan. 12	The Path to Canonization Vacation Bible School: Key Challenges; Manageable Solutions Peace and Sainthood	Bonus distribution at LA Congress Market Place ad section Vocations ad section
Apr./May 2009	Closing: Jan 28 Materials: Feb. 4	Easter/Pentecost A Classroom Mini-Retreat—For All Ages Fun Ideas for Celebrating the End of the Year The Seven Symbols of the Holy Spirit	Literature Drop to catechetical directors at NCEA/NPCD (1/2 page or larger advertisers) Market Place ad section Vocations ad section
Sept. 2009	Closing: July 7 Materials: July 14	<i>Handbook & Planning Guide</i> Start of the Learning Year	Email blast to DREs and catechists (all advertisers) Market Place ad section Vocations ad section
Oct. 2009	Closing: July 31 Materials: Aug. 7	How to Teach About Saints	Direct mail lists (1/3 page or larger advertisers) Market Place ad section Vocations ad section
Nov./Dec. 2009	Closing: Sept. 1 Materials: Sept. 8	Advent/Christmas Classroom Activities	Banner ad on our website Market Place ad section Vocations ad section

Your Value-Added Marketing Support

Each issue of CATECHIST magazine brings you bonus marketing support over and above the value of your advertisement in that issue.

Value-Added Marketing Support Descriptions

Email Blast Program: Participate in this email blast to DREs and catechists with any size ad in the September issue. The blast will include your product image, a 25-word description and a link to your website.

Direct Mail Lists: Receive direct mail names from the most complete database of Catholic educators in the country. You choose from the CATECHIST magazine subscriber file or our complete file of principals, pastors or Directors of Religious Education. With your 1/3 page or larger ad in the October issue, you receive 1,000 names of your choice which you can use to target a specific territory or region, test a special offer, or simply use as an add-on to a larger list order with us.

Banner Ad: Receive a banner ad on the CATECHIST website for 3 months when you advertise in the November/December issue with any size ad.

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: Participate in the email blast to DRE and catechist attendees of the LA Religious Education Congress. The email blast spotlights your educational product or service when you advertise with a 1/3 page or larger ad in the February issue. Your product image, a 25-word product or service description and a link to your website is included.

Bonus Distribution at LA Congress, Feb. 26-Mar. 1, Anaheim, CA

Bonus Distribution at NCCL, April 26-29, Detroit, MI and NCEA, Apr. 14-17, Anaheim, CA
Literature Drop to Catechetical Directors at NCEA/NPCD: When you advertise with a half page or larger ad in the April/May issue of CATECHIST, your literature will be distributed to the hotel doors of catechetical director attendees at NCEA/NPCD.

Email Blast Program: Participate in this email blast to DREs and catechists with any size ad in the September issue. The blast will include your product image, a 25-word description and a link to your website.

Direct Mail Lists: Receive direct mail names from the most complete database of Catholic educators in the country. You choose from the CATECHIST magazine subscriber file or our complete file of principals, pastors or Directors of Religious Education. With your 1/3 page or larger ad in the October issue, you receive 1,000 names of your choice which you can use to target a specific territory or region, test a special offer, or simply use as an add-on to a larger list order with us.

Banner Ad: Receive a banner ad on the website for 3 months when you advertise in the November/December issue with any size ad.

Your Advertising Contract Brings You Maximum Coverage at the Spring Catechetical Conferences

▶ Email blast to LA Congress attendees prior to the conference (1/3 page or larger advertisers in the February issue)

▶ Bonus Distribution at Spring Conferences

LA Congress (all advertisers in the March issue)

NCEA/NPCD (all advertisers in the April/May issue)

NCCL (all advertisers in the April/May issue)

Special Bonus when you advertise in the April/May issue

Literature Drop to Catechetical Directors at NCEA/NPCD. When you advertise with a half page or larger ad in the April/May issue of CATECHIST, your literature will be distributed to the hotel doors of catechetical director attendees at NCEA/NPCD.