

ISSUE	CLOSING & MATERIALS	EDITORIAL HIGHLIGHTS	VALUE-ADDED MARKETING SUPPORT & SPECIAL AD SECTIONS
<b>Sept. 2010</b>	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
<b>Oct. 2010</b>	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
<b>Nov./Dec. 2010</b>	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
<b>Jan. 2011</b>	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
<b>Feb. 2011</b>	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
<b>Mar. 2011</b>	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
<b>Apr./May 2011</b>	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
<b>Sept. 2011</b>	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
<b>Oct. 2011</b>	Closing: July 29 Materials: Aug. 5	Ideas to Teach About Saints	Direct Mail Lists (1/3-page or larger advertisers) Market Place VBS section
<b>Nov./Dec. 2011</b>	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)