

ADVERTISING RATES

General Advertising Rates

	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 Covers	6,710	6,475	6,275
	Per ad		
Four-color process	1,100		

Preferred Positions

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

Earned Rate

Receive a 15% discount off your earned rate in both magazines when you combine your advertising order in CATECHIST with advertising in *Today's Catholic Teacher*. Ask your representative for details.

Reach even more Catholic religious educators at www.catechist.com

Catechist.com is the companion website to CATECHIST magazine. Reach the most influential DREs and catechists in Catholic parishes with your web advertising. Create brand awareness, drive traffic to your site, and increase sales! Ask your representative about our affordable electronic and print combination rates.

Business Reply Cards/Inserts

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

5" x 7".....\$3,280

4" x 6".....\$2,985

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. Contact the Advertising Production Manager for mechanical requirements or your CATECHIST representative for complete details.

Issue and Closing Dates

- CATECHIST is published seven times per year during the school year.
- Reservations, instructions, and any copy and samples for mailing must be received before closing date.
- Cancellations are not accepted after the closing date.
- Proofs for submitted advertisements are not available, unless all materials are submitted at least two weeks before the closing date.
- Issue Ad Closing Date Materials Due Date

September 2009 July 7 July 14
October 2009 July 31 August 7
Nov./Dec. 2009 September 1 September 8
January 2010 October 28 November 4
February 2010 November 20 December 1
March 2010 January 4 January 11
Apr./May 2010 January 27 February 3

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 school or 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 camera-ready 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.

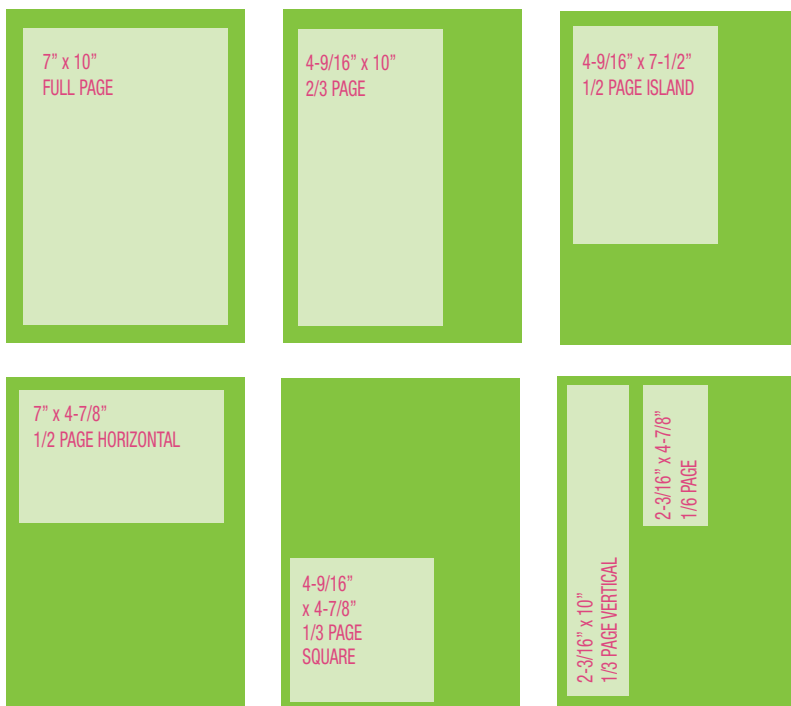
For more information, call your representative today.

Mechanical Requirements

- a. Publication Trim Size: 7-7/8" x 10-7/8"
- b. Maximum Image Area

	Width	Depth
One page	7"	10"
2/3 page	4-9/16"	10"
1/2 page (island)	4-9/16"	7-1/2"
1/2 page (horizontal)	7"	4-7/8"
1/3 page (vertical)	2-3/16"	10"
1/3 page (square)	4-9/16"	4-7/8"
1/6 page	2-3/16"	4-7/8"
- c. Depth of Column: 10"
- d. One page bleed, untrimmed size: 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.
- e. Printing: web offset

- c. 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%.
- d. 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).
- e. 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.
- f. 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.



Materials

- a. 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.
- b. Hard-copy color proof MUST accompany all submissions of ad materials, including submissions uploaded to our website.

Established 1967
 Publisher: Peter Li Education Group
 2621 Dryden Road, Suite 300
 Dayton, OH 45439
 (800) 523-4625 • Fax (800) 370-4450

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