

THE CATHOLIC NORTHWEST PROGRESS

ADVERTISING RATE CARD

Non-profit rates are 30% off the listed rate

Unite Size	1 Time	3 Times	6 Times	12 Times	26 Times
Full Page 10" x 14"	\$1309	1245	1178	1047	916
3/4 Page V: 7.46" x 14"	1089	1035	980	871	762
1/2 Page Vertical or horizontal	825	784	742	660	577
1/3 Page Vertical or horizontal	616	585	554	493	431
1/4 Page V: 4.91" x 6.875"	495	470	445	396	346
1/6 Page V: 4.91" x 4.5"	345	329	312	277	242
1/8 Page H: 4.91" x 3.375"	258	245	233	206	181
1/16 Page 2.375" x 3.375"	125	123	116	103	91

*Display Sizes (effective July 1, 2008) Advertising Rates (effective Sept. 1, 2009)
Multiple issue price reductions are per issue and do not need to run consecutively.*

Published bi-weekly except during the summer months

Open rate: \$38 per column inch

Color: \$200 (\$140 non-profit)

Mechanical Specifications: PDF preferred, CMYK

Classified Rates: 60 cents per word

Classifieds@seattlearch.org or 206-382-4850

Inserts: \$968 (\$88 per 1,000) - 11,000 subs (non-profit \$677.60)

Display ad space must be:

Reserved by 5pm, Tuesday prior to the week of publication.

Ads to be designed: text and art by 10am, Wed (week prior to publication)

Finished Art: 5pm, Thursday (week prior to publication)

** Please note deadline may be moved up for special issues.

Advertising@seattlearch.org or 206-382-2075

Circulation Base: 11,000

THE CATHOLIC NORTHWEST PROGRESS

2009-10 PRODUCTION CALENDAR

Major theme/ special focus

July	16	Parish Festival and Summer Events Special Supplement
Aug.	20	
Sept.	3	Back to School
Sept.	17	
Oct.	1	Respect Life
Oct.	15	Technology
Oct.	29	Death and Dying
Nov.	12	
Nov.	26	Thanksgiving
Dec.	10	Advent and Prayer
Dec.	24	Christmas Issue *
Jan.	7	Year in Review *
Jan.	21	Catholic Schools Week * (Progress Sunday)
Feb.	4	Health and Wellness
Feb.	18	Lenten Focus * (Progress Sunday)
Mar.	4	Lenten Focus
Mar.	18	Lenten Focus - Pilgrimages
April	1	Holy Week and Easter *
April	22	Retirement and Estate Planning
May	6	Vocations
May	20	Grade School Graduation (<i>new feature</i>)
June	3	High School Graduation *
June	17	Jubilarians and Ordination *
July	15	Women's Religious Jubilarians and Parish Festivals
Aug.	19	

** denotes increased distribution, deadlines will be moved up for these issues
All themes are subject to change.*

For more information please contact advertising@seattlearch.org