

# 2017-2018 PRINT RATES & SPECIFICATIONS

PRINT AD SIZES	NON-BLEED	BLEED	TRIM	PRICE
Full page	7.25" x 9.3"	8.5" x 11"	8.25" x 10.5"	\$2,500
2/3 vertical	4.78" x 9.3"			\$1,400
1/2 page horiz.	7.25" x 4.75"			\$1,250
1/3 page vertical	2.3" x 9.3"			\$900
1/4 page horiz.	4.75" x 3.6"			\$780

## Live area, safety, and trim

**Trim size:** 8.25" x 10.5"

Keep live matter .25" from trim, .375" from bleed edge. Gutter safety is .25"

## General Information

**Frequency:** Published six times a year by:

North Texas Catholic Magazine

800 West Loop 820 S.

Fort Worth, Texas 76108

**Circulation and Demographics:**

77,000+ paid subscribers as of June 2017

**Subscription Prices:**

\$20 per year for individuals.

**Personnel:**

**Publisher**

Bishop Michael F. Olson

Bishop, Diocese of Fort Worth

**Communications Director**

Pat Svacina

**Editor**

Juan Guajardo

**Associate Editor**

Susan Moses

**Administrative Assistant**

Rosa Rosales

## File Format

**Material accepted:**

CMYK versions of PDF, JPEG, or TIFF files, of camera-ready ads are required. No EPS files accepted.

**Resolution:**

300 dpi minimum

**Layout:**

2 and 3 columns.

**Mechanical Requirements:**

The *North Texas Catholic* is printed web offset on coated stock.

**Full Color Is Free:**

There is no additional charge for full color in all advertisements.

**Inserts:**

Pre-printed advertising cards or sections are accepted for distribution in the *North Texas Catholic*, subject to U.S. Postal Service regulations: approx. \$60.00 per 1,000 inserts (one ounce or less; maximum size 7" x 9"; pieces not within limits will be returned at advertiser's expense). Samples must be sent for approval at least six (6) weeks ahead of publication deadline for the issue of the insertion. Call for exceptions. Insert must be received at the printing plant one (1) full week ahead of insertion date. Call the *North Texas Catholic* for information.

**Accounts Payable Schedule:**

Payment in advance is required for all customers except parish communities, The Catholic Center, and those with established credit.

## Contacts

**Advertising info and rates:**

To advertise in the *North Texas Catholic* or on the *NTC* webpage ([northtexasatholic.org](http://northtexasatholic.org)) please contact Rosa Rosales at 817-945-9424 or by email at [rosales@fwdioc.org](mailto:rosales@fwdioc.org)

## Payment

**Advertising Rates:**

Commissionable to recognized agencies if payment is made within 30 days and digital ad files are provided.

Discount commission is 15% of the rate taken as reflected in the rate chart\*.

## Publisher's Policies

- Publisher reserves the right to refuse any advertisement at any time.

- Any ad having the appearance of editorial material will have the word "advertisement" printed within the ad.

- Three tear sheets will be provided to agencies at no additional charge if requested.

# 2017-2018 PRINT SCHEDULE

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ISSUE	*SPACE CLOSE	PRINT AD DUE	DELIVERED TO HOMES
Jan/Feb 18	Nov. 8, 2017	Nov. 15, 2017	December 19-23, 2017
March/April 18	Jan. 10, 2018	Jan. 17, 2018	February 20-24, 2018
May/June 18	March 14, 2018	March 20, 2018	April 24-28, 2018
July/August 18	May 9, 2018	May 16, 2018	June 19-23, 2018
Sept/October 18	July 11, 2018	July 18, 2018	August 21-25, 2018
Nov/December 18	Sept. 5, 2018	Sept. 12, 2018	October 16-20, 2018

\*Materials received after space close will be inspected for publication, if space and time allow, but may not run.