

# 2019-2020 PRINT RATES & SPECIFICATIONS

PRINT AD SIZES	NON-BLEED	BLEED	TRIM	PRICE
Full page	7.5" x 9.83"	8.75" x 11.5"	8.5" x 11"	\$2,500
Back page	7.5" x 7.92"	8.75" x 8.67"	8.5" x 11"	\$2,150
1/2 page horiz.	7.5" x 4.9"			\$1,250
1/4 page vertical	3.66" x 4.9"			\$780

## Live Area, Safety, and Trim

**Trim size:** 8.5" x 11"

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:**

76,000+ subscribers as of July 2019

**Subscription Prices:**

\$20 per year for individuals.

**Personnel:**

**Publisher**

Bishop Michael F. Olson

**Communications Director**

Pat Svacina

**Editor**

Juan Guajardo

**Associate Editor**

Susan Moses

**Communications Specialist**

Jayne Donahue

**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.

## Contacts

**Advertising info and rates:**

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

**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.

## 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.



# 2019-2020 PRINT SCHEDULE

ISSUE	*SPACE CLOSE	PRINT AD DUE	DELIVERED TO HOMES
Nov/December 19	Sept. 5, 2019	Sept. 12, 2019	October 23-26, 2019
Jan/Feb 19	Nov. 7, 2019	Nov. 14, 2019	December 18-21, 2019
March/April 20	Jan. 9, 2020	Jan. 16, 2020	February 26-29, 2020
May/June 20	March 12, 2020	March 19, 2020	April 22-25, 2020
July/August 20	May 7, 2020	May 14, 2020	June 24-27, 2020
Sept/October 20	July 9, 2020	July 16, 2020	August 26-29, 2020

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