



# The Catholic Spirit

Advertising Rate Card August 1, 2011  
Archdiocese of St. Paul and Minneapolis

# RATE INFORMATION

Effective August 1, 2011

The Catholic Spirit  
244 Dayton Ave  
St. Paul, MN 55102  
Phone: (651) 291-4444  
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Adv. FAX (651) 291-4457

*(A copy of this rate card can be found on [TheCatholicSpirit.com](http://TheCatholicSpirit.com))*

The Catholic Spirit is published bi-weekly on Thursdays year round.

## 1. Personnel

Publisher  
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Web Coordinator  
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## 2. Representatives

None

## 3. Commissions & Cash Discounts

- A. Rates published in this rate card are non-commissionable.
- B. Payment terms for contract advertisers are net 30 days.
- C. Pre-payment must accompany orders from accounts without established credit with The Catholic Spirit.

## 4. Black & White Rates

Full Run (ROP)

### Bulk Rate (Per column inch)

Level	Pages	Inches	1x	13x	26x
1	Open	Open	\$83.00	\$78.75	\$78.00
2	1 pg	54"	\$76.00	\$74.00	\$73.50
3	2 pg	108"	\$71.75	\$70.00	\$69.75
4	4 pg	216"	\$68.25	\$68.00	\$67.50
5	8 pg	432"	\$66.25	\$65.75	\$64.75
6	12 pg	648"	\$63.00	\$62.00	\$61.00
7	16 pg	864"	\$59.25	\$58.50	\$57.75
8	20 pg	1080"	\$55.00	\$54.00	\$52.00

## 5. Color Rates & Data

Black and one, two or three color advertising is available in The Catholic Spirit. No size minimum for spot color.

### A. One Color + Black

Cost +	
Freq.	Space
1-12	\$225
13-26	\$175

### B. Two Colors + Black

Cost +	
Freq.	Space
1-12	\$375
13-26	\$325

### C. Three Colors + Black

Cost +	
Freq.	Space
1-12	\$525
13-26	\$475

### D. ROP Color Rates

The above rates apply to all sizes, no size minimum. Double truck ads are charged 2 color premiums.

### E. Color Ad Progressive Proofs

Two progressive proofs are required to accompany all full-color advertisements. For best results, photo prints should be furnished and must contain registration marks at the top and bottom, as close to the printed image as possible.

## F. Color Production Charges

There is no additional charge for camera-ready material. However, if materials require special hand work, additional charges may be made, based on time and material. Ask your sales rep for a production cost estimate.

## G. Color Composite Proofs

One color composite proof of full-color plus black advertisements will be supplied upon request at no charge.

## H. Color Guidelines

All full-color ads must be prepared for CMYK separations. Be sure all RGB colors have been converted to CMYK, and files have been set up for process separations. Electronic ads prepared in the CMYK color space should be submitted as composite color files to allow for proper separation. 24 hour advance deadlines are required for proper processing of full-color ads, and to verify the proper inks are available for spot color ads. Where specific spot-color inks are required, notify the ad rep to ensure the inks are available. Spot colors may be converted to process inks based on availability of color positions at press time. The Catholic Spirit complies with industry-wide color standards.

## I. Positions

Due to mechanical restrictions, the position of color advertisements cannot be guaranteed.

## 6. Preprinted Insert Advertising (FSI)

### A. Full Run Rate

\$47.00 per thousand (CPM)

Contact your ad rep for current quantities.

### B. Part Run Rate

\$61.00 per thousand (CPM)

Zip code distribution available.

Minimum quantity is 10,000,

Maximum quantity is 60,000.

### C. Multiple Retailer Inserts

Preprinted sections containing advertising from more than one local retailer are not acceptable for distribution unless sold by The Catholic Spirit. The Publisher reserves the right to determine those sections eligible for distribution under this policy.

### D. Insert Specifications

Maximum insert size — 7.5" x 11.375"

Minimum insert size — 4" x 6"

Do not quarter-fold any tab fitting the 7.5" x 11.375" specifications. Single sheet supplements must be on 70#-80# stock. Any odd sizes, shapes, folds or stock must be tested, in advance, for compatibility with our printer's equipment.

Minimum: Post card/Half sheet, 75# hi-bulk

Minimum: Single sheet, flat, 70-80# text or equivalent

Single sheet, folded, 20# bond or equivalent

Maximum: for any insert, 5 ounces

Any odd sizes, shapes, folds or stock must be tested, in advance, for compatibility with our printer's equipment. Costs for last minute folding at the printer will be passed on to advertiser.

#### **E. Insert Scheduling and Availability**

All inserts must be scheduled at least 4 weeks prior to publication date. Limit — 4 full run inserts and 4 part run inserts per issue of which only 1 may be of a fundraising nature.

#### **F. Insert Delivery Deadlines**

Inserts must be received 18 days prior to issue date, except where approved by the Publisher.

#### **G. Insert Delivery**

Preprinted sections must be delivered prepaid to our printer on non-returnable skids.

Delivery hours are 8 am-5 pm (CT), Mon-Fri.

##### **Deliveries must be made to:**

The Catholic Spirit  
c/o ECM Publishers  
1201 14th Ave. S.  
Princeton, MN 55371

#### **H. Insert Packaging**

The Catholic Spirit is committed to recycling and requests that all material used in packaging and shipment be recyclable. Stack supplements on non-returnable wood skids designed for use with fork lift trucks. Height limit for loaded skids is 48". All inserts must be stacked on pallets in consistent lifts and be well-jogged. Inserts should be properly jogged in turns of a minimum of 6" to a maximum of 12" with folds facing in the same direction. Lifts should be brick-piled. Individual lifts must not be tied or banded. Use a wood skid top with the same outside measurements as the bottom skid. Add a protective cover to the bottom skid before stacking and another before topping to prevent damage to supplements. Place a recyclable tie sheet of cardboard between layers to help keep supplements flat. Load so that outside supplements are flush with the edges of the skid and are exactly perpendicular. If some supplements stick out, they can be bruised by bands or by the sides of trucks. Secure each loaded skid with at least 4 taut metal bands. Don't tighten excessively or the top supplement may be bent and the floor of the bottom skid may be loosened. Number each skid. Make sure each skid has the same number of supplements (except the last one). Identify each skid with a ticket attached to one side, giving the following information:

- Name of insert
- Newspaper to distribute insert
- Date of distribution
- Total number of pieces per skid
- Total number of skids shipped, including the number of each skid
- Total number of supplements

Display a copy of the front and back of the supplement on two sides of each skid. If you use cardboard boxes for cards, envelopes or small inserts, place them in rows all one way with a recyclable

divider between the rows. If more than one layer is to be included in the box, there should be a cardboard separator on top of each layer. Do not tie cards or envelopes together in bundles with rope, string, wire, rubber bands or other devices. Fully pack all boxes. If the last box is not full, secure the material internally with recyclable material such as paper to prevent shifting. Do not fill voids with inserts.

#### **I. Insert Standards**

Product must lie flat, no curled corners or turned edges. Folds must be straight, crisp and perpendicular to the edge. Single sheets are preferred to have anti-offset powder applied. Inserts should be free of static to avoid inserting problems.

#### **J. Insert Shipping Requirements**

A bill of lading is needed for each truck or trailer. It must identify:

- Name of insert
- Publication date
- Number of skids
- Number of copies per truck/trailer
- The last bill of lading should be marked "final"

Inserts for delivery must be delivered to:

The Catholic Spirit  
c/o ECM Publishers  
1201 14th Ave. S.  
Princeton, MN 55371

in acceptable condition, on or before the delivery deadline, within prescribed delivery hours, pre-paid on non-returnable skids. Collect shipments will be refused.

#### **K. All-in-1 Insert Program**

For advertisers needing design and printing of an insert, The Catholic Spirit offers the All In 1 program. This complete program includes:

- a) Professional design of an 8.5" x 11" insert including copy, graphics, keylining and proofing.
- b) Expert printing and folding of the insert on select 70# stock at a printer chosen by The Catholic Spirit.
- c) Zip code delivery in The Catholic Spirit

Quantities — Minimum of 10,000  
Maximum of 60,000

Price — \$75.00 per thousand (CPM)

Deadline — 8 weeks prior to publication.

## **7. Split Run**

Not available

## 8. Special Services

### A. Ad Layout Department

Layout, copy or entire campaigns.  
No charge to advertiser.

### B. Finished Art

Charged at a rate of \$75 per hour.

### C. Special Positions/Premiums

Specified pages and/or positions when available  
10% extra to space charges.

## 9. Mechanical Specifications

### A. Display Depth Requirements

ROP minimum size is 1 column wide by 1 inch deep.

### B. Mechanical Measurements

1. All space is sold on the basis of column width and .25-inch depth. 4 columns per page. Current mechanical specifications for The Catholic Spirit:

#### Tabloid Pages

#### 2. Column Widths

1 Column 2.417"	3 Columns 7.75"
2 Columns 5"	4 Columns 10.333"

#### 3. Full Pages

Full pages should be made up 10.333" wide by 13.5" deep.

#### 4. Double Trucks

Available in 9 columns wide by 13.5" deep.  
Full 9 column width is 21.833".

### C. Plate Ready Ad Materials

- (1) **Spot Color:** When creating ads with Spot Color, prepare for CMYK process color output. You must convert the PMS (Pantone) color to the CMYK equivalent.

- (2) **Full Color:** Full color ads must be prepared for CMYK process color output.

- (3) **Format:** Please submit electronic digital files only. Portable Document Format (PDF) files created from Adobe Acrobat Distiller 3.0 or higher are strongly preferred. All fonts should be embedded. PDF files created with Adobe InDesign should not be saved directly to PDF but exported and distilled from the full Adobe Acrobat Distiller. (InDesign distiller is not full-featured). Files created with QuarkXPress through version 9 from PC and Mac are supported. Quark's "Collect for Output" should be used. Be sure to include screen and printer fonts. Files should be stuffed into a self-extracting archive (SEA). For ads with more

than 10 components, please submit as a PDF. Rotating or scaling graphics is better done in Photoshop rather than Quark. If the file is made into a PDF however, it does not matter where scaling and rotating is done. PostScript printer files (PS) from any computer application are acceptable. These files include fonts and can easily be distilled into PDF files. If made on Mac, these files must be stuffed into a self-extracting archive (SEA). Most applications can export to EPS. If fonts necessary to process a file are not embedded or included, The Catholic Spirit may substitute fonts. Include a laser proof of any EPS file to be used as finished ad. A digital ad should be prepared to the actual size to appear in the newspaper. The newspaper does not trim paper, so bleeds are not appropriate. Line art can be scanned as black-and-white bitmaps. If scanned art has screened material, it should be scanned at 800 dpi optical resolution. A resolution of 600 dpi will suffice for line-only art. Photo resolution (grayscale and color photos) should be 200 sample per inch. Before sending a file, contact an ad rep to reserve space. Send ads via e-mail to: ads@thecatholicspirit.com. PDF is the best format. The Catholic Spirit preprocesses all electronic ads for proper fonts and colors, and to determine if the PostScript code is proper. Submitted material not meeting specifications is not eligible for adjustment if published incorrectly.

## 10. Editorial Sections

### Bi-weekly Sections:

Archbishop's Column, Local News, National/World News, Out & About (Places to Go/Things to See), Calendar of Events, This Catholic Life (Opinion & Feedback), The Lesson Plan (Reflections on Faith), Overheard (Quotes from Newsmakers).

## 11. Special Sections

**January** — Vocations, Catholic Schools Week  
**February** — Catholic Services Appeal  
**March** — Senior Housing  
**April** — Spirit of Giving  
**May** — Graduation, Memorial Day  
**June** — Age to Age  
**July** — Parish Festivals  
**August** — Back to School  
**September** — Leading with Faith  
**October** — Hospice Care & Funeral Planning  
**November** — College Spotlight, Senior Services  
**December** — Christmas

Other sections also available.

Contact your ad rep for a separate, complete listing of sections.

## 12. Special Classification Rates

### A. General Policy

To be accepted, advertising must meet the standards of The Catholic Spirit with regard to Catholic teaching, truth and good taste. Acceptance or refusal of any advertisements with The Catholic Spirit and other publications of The Catholic Spirit Publishing Company is at the sole discretion of the Publisher.

### B. Color Advertising

See Section 5 of this rate card.

### C. Political Advertising

The Catholic Spirit does not accept political advertising.

### D. Non-Profit Organizations

Non-profit advertising available at regular contract rates.

### E. Liquor, Tobacco, Casino Advertising

The Catholic Spirit does not accept advertising for liquor, tobacco, sex-related products or gambling, other than for church-related events.

### F. Educational Institutions

The Catholic Spirit does not sell space, accept or publish advertising from Elementary or Secondary schools not affiliated with a Catholic diocese.

### G. Advocacy Advertising

Advocacy advertising available at regular rates and subject to prior approval of the Publisher. Copy must be submitted in advance to facilitate prior approval.

### H. Standby/Remnant Space Advertising

On occasion, The Catholic Spirit may have standby or remnant space available. Contact your ad rep for pricing.

### I. Religious Claims Advertising

Ads which make divine, miraculous, magical or unsubstantiated claims are not accepted by The Catholic Spirit.

## 13. Classified Rates

Classified Advertising is available in every issue of The Catholic Spirit and on-line at thecatholicspirit.com Rates listed below include the same ad in both media:

### Line Ads

<u>Issues</u>	<u>Rates per line</u>
1-2	\$8.00
3-5	\$7.50
6-11	\$7.00
12-26	\$6.50

- Blind box ads not available
- 35-40 characters and spaces per line
- Deadline — 4:30 pm (Central Time)  
Friday previous

### Classified Display Ads

<u>Issues</u>	<u>Rates per unit</u>
1-3	\$195.00
4-10	\$170.00
11-21	\$145.00
22-43	\$135.00
44+	\$119.00

- Ad units are 1.917" x 2"
- All graphic charges included
- Deadline — 4:30 pm (Central Time)  
Friday previous

A digital picture can be added to any classified in-column ad for \$25 each.

## 14. ROP Deadlines

### TO SEE A PROOF

Publication day - Thursday

Space reservation - 2nd Fri. prior 4 pm

Final corrections due - Thursday prior 4 pm

- **Double truck ads**  
All deadlines advance 24 hours.
- **Double truck color ads**  
Reservation deadline is two weeks prior to deadlines stated above.
- **One color ads**  
Deadline is one working day prior to deadlines stated above.
- **Two & full color ads**  
Deadline is two working days prior to deadlines stated above

### CAMERA READY COPY

Due the 2nd Tues prior to publication at 4:30 pm.  
All times listed are Central Time.

## 15. Classified Deadlines

All classified copy due Friday prior to publication at 4:30 pm (Central time). Classified ads receive no proof.

## 16. Online Advertising

TheCatholicSpirit.com is the online version of The Catholic Spirit. It covers local, regional, national and world religious news, business, sports, entertainment, living and all topics of the print product. It also offers classifieds and on-line advertising. It delivers a savvy, affluent audience and measurable results. With more than 15,000 unique users and 40,000 page views on average each month, thecatholicspirit.com puts more eyes on your message.

- More than 15,000 unique visitors monthly
- More than 40,000 page views per month
- Average user clicks through more than 2 pages per visit

## **A. TheCatholicSpirit.com Advertising Rates**

Ad Type	Size (in pixels)	File Size	Cost
Leaderboard (1)*	728 x 90	40kb	\$300/mo
Banner (1)*	468 x 60	40kb	\$250/mo
Showcase (4)*	300 x 250	40kb	\$300/mo
Half Banner (4)*	234 x 60	30kb	\$200/mo
Button (4)*	125 x 125	20kb	\$100/mo

## **B. Weekly Newsletter**

Sent weekly to 2,500 e-mail addresses highlighting stories and features in the print product.

## **Weekly Newsletter Advertising Rates**

Ad Type	Size (in pixels)	File Size	Cost
Newsletter (4)*	120 x 90	20kb	\$100/mo

## **C. CatholicHotdish.com**

A Minnesota flavored Catholic blog covering local and regional topics, both serious and not-so-serious.

## **CatholicHotdish.com Advertising Rates**

Ad Type	Size (in pixels)	File Size	Cost
Showcase (4)*	300 x 250	20kb	\$150/mo
Button (8)*	125 x 125	20kb	\$ 50/mo

## **D. MNCatholicSeniors.com**

On-going blog covering topics of interest to seniors and their friends and loved ones.

## **MNCatholicSeniors.com Advertising Rates**

Ad Type	Size (in pixels)	File Size	Cost
Showcase (4)*	300 x 250	40kb	\$150/mo
Button (4)*	125 x 125	20kb	\$ 50/mo
Leaderboard (1)*	728 x 90	40kb	\$150/mo

## **E. Photos.TheCatholicSpirit.com**

Site to purchase photos previously published in The Catholic Spirit.

## **Photos.TheCatholicSpirit.com Advertising Rates**

Ad Type	Size (in pixels)	File Size	Cost
Leaderboard (1)*	728 x 90	40kb	\$150/mo

## **F. Community.TheCatholicSpirit.com**

Blog covering various topics of interest to people of all ages.

## **Community.TheCatholicSpirit.com Advertising Rates**

Ad Type	Size (in pixels)	File Size	Cost
Leaderboard (1)*	728 x 90	40kb	\$150/mo

## **G. MinnesotaCatholicDirectory.com**

Online version of everything Catholic (schools, churches, offices, etc) in Minnesota by diocese. Updated constantly.

## **MNCatholicDirectory.com Advertising Rates**

Ad Type	Size (in pixels)	File Size	Cost
Leaderboard (1)*	728 x 90	40kb	\$150/mo
Banner (1)*	468 x 60	40kb	\$150/mo

\* Number in parenthesis indicates how many of those ad types are available.

- Newsletter ad location is right sidebar.
- All ads are ROS (run of site).
- Graphic changes recommended and allowed once per month
- Additional requirements and charges for Flash animation.

## **FREQUENCY DISCOUNTS**

- 10% with a 12 month agreement
- 5% with a 6 month agreement

## **17. Circulation**

The Catholic Spirit is published bi-weekly on Thursdays year-round. As of 1/1/11, The Catholic Spirit circulation is **82,083\***

\* According to USPS postal records.

## **18. Policies**

- A.** The advertiser agrees that by placing an advertisement in The Catholic Spirit, the advertiser licenses The Catholic Spirit, on a non-exclusive basis, all copyrights and ownership rights in the advertisement, including the right to publish, reproduce, display, adapt, transmit or produce derivative works in any medium, including any digitized or electronic medium. The advertiser authorizes The Catholic Spirit to bring suit at The Catholic Spirit's discretion and at The Catholic Spirit's expense for any unauthorized use, reproduction, display, distribution or performance of the advertisement as it appears in The Catholic Spirit or for its unauthorized alteration. Nothing shall prevent the advertiser from placing the same or similar advertisement in any other media, or from bringing suit on its own behalf and at its own expense to enforce its copyright interests in the advertisement. The advertiser agrees that photographs and/or original work created by The Catholic Spirit shall remain the exclusive property of The Catholic Spirit and may not be used for any other purpose without the written consent of The Catholic Spirit Publisher, Associate Publisher, Editor or Advertising Director. By submitting an advertisement for publication, the advertiser accepts all terms and conditions set forth in this rate card.
- B.** Advertising simulating news must be slugged "Advertisement" in at least 10-point type at the top of the ad. The word "advertisement" is to appear at least once for 1 and 2 column ads and at least twice for 3 and 4 column ads. Typestyle, page, columns and ad design cannot resemble The Catholic Spirit news style.
- C.** Advertisements are measured cut-off rule to cut-off rule.
- D.** The newspaper reserves the right to change rules and regulations set forth in this rate book with 30 days notice. Any changes/additions covered by letter or printed notice will be considered supplementary to this rate book upon issuance of such letters or notices.
- E.** Publisher reserves the right to reject or cancel any advertisement at any time.

- F.** Printing materials supplied by the advertiser will be destroyed after 30 days unless reasonable return instructions are supplied with the materials.
- G.** Samples of mail order items are required for examination prior to publication of advertising.
- H.** Publisher is not responsible for omissions or errors of key numbers when not included in original materials.
- I.** Insurance, franchise investment, real estate and other advertisers subject to local and/or state licensing must be properly licensed.
- J.** Advertisers may contract for space to be used within one year. An annual bulk contract rate is determined by adding all advertising space together. Advertising space billed at preprint rates and run in preprinted sections (printed by someone other than The Catholic Spirit) will be counted toward completion of the rate earned. Contract rates are determined by the number of inches used in an individual paper. Contracts will not be back-dated more than 28 days.
- K.** Fulfilled space contracts automatically renew for another 12 months unless written notice is provided to the Publisher of an advertiser's desire to cancel within 30 days of the contract renewal date. Non-fulfilled contracts are short-rated based on actual contract usage and automatically renewed at a level based on previous year's performance.
- L.** Should The Catholic Spirit inform contract advertisers, in writing, of any change in contract provisions, including but not limited to, price increases, the advertiser may cancel said contract without penalty provided written notice is provided to the Publisher within 30 days of intended contract provision changes.
- M.** Should any government body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the rates herein.
- N.** The acceptance of all advertising is subject to the conditions set forth in general contracts and with the approval of the Publisher.
- O.** Representatives of The Catholic Spirit are not authorized to make any deviations from these published rates and regulations without prior approval from The Catholic Spirit Associate Publisher or Advertising Director.
- P.** Failure to receive copies of publications containing advertisements or disagreements concerning space

published will not be considered reason to delay payment. Claims for adjustment must be submitted to The Catholic Spirit within 28 days of publication.

- Q.** The Catholic Spirit does not pay placement and/or commission fees in excess of 15% of any gross ad cost.
- R.** The advertiser and any agent representing the advertiser each agree to defend, indemnify and hold harmless The Catholic Spirit against any and all loss, liabilities or claims (including, without limitation, reasonable attorney's fees and other costs associated with such loss, liabilities or claims) asserted or established against The Catholic Spirit, as a result of an advertisement published on the request of the advertiser, agent or agency or the failure to publish any such advertisement (unless such failure is caused by the gross neglect of The Catholic Spirit) against any amounts paid in settlement thereof. The liability of the advertiser, agent and agency shall be joint and several. The Catholic Spirit shall not be liable for failure to publish an advertisement, except for the refund of any amount prepaid for the publication of that advertisement. The Catholic Spirit shall not be liable for errors in any advertisement published unless the errors are clearly marked by the advertiser on proofs returned to the newspaper within deadline requirements. If the advertisement is not ordered in time to receive proofs, if proofs are not returned by the advertiser, or if proofs are not requested, The Catholic Spirit shall not be liable to any extent for errors. Deadlines are subject to revisions to meet special holiday needs. Except for this limited liability, The Catholic Spirit disclaims all warranties, implied or expressed, including, without limitation, warranties of merchantability and fitness of purpose.
- S.** The sole and exclusive remedy, at law or in equity, for the newspaper's liability for errors in any published advertisement, marked on proofs as required above, shall be limited to either republishing the advertisement or crediting the cost of that portion of the advertisement occupied by the error at the option of the publisher. The advertiser agrees that requests for such republication or credit be made within 28 days of invoice. In no event shall The Catholic Spirit be liable for incidental or consequential damages nor shall it be subject to injunctive relief. Advertisers providing The Catholic Spirit with camera-ready materials supplied by a third party shall not receive credit from The Catholic Spirit for errors in ad content. While The Catholic Spirit makes every effort to place ads as requested in selected sections, including premium positions, we do not guarantee positions.

# The Catholic Spirit

244 Dayton Avenue, St. Paul, Minnesota 55012  
651-291-4444 ■ [TheCatholicSpirit.com](http://TheCatholicSpirit.com)