

The Long Island Catholic

The newspaper for the Diocese of Rockville Centre

**NEW RATES
EFFECTIVE
July 1, 2007**

CLASSIFIED ADVERTISING RATES

WEEKLY PAPER RATES AND SIZES

10.25" X 11" = 8 col. format

COLUMN WIDTHS

1 Col. = 1.13" 2 Col. = 2.43" 3 Col. = 3.74" 4 Col. = 5.04"
5 Col. = 6.34" 6 Col. = 7.64" 7 Col. = 8.94" 8 Col. = 10.25"

CLASSIFIED RATES

Display Ads:

- \$40 per column inch
- Charges by the 1/4", 1 inch minimum per ad

Liner Ads:

- 1 time rate is \$8.00 per line
- 2 times rate is \$7.00 per line
- Charges by the line, 4 line minimum charge

Liner Box Ads:

- 1 time rate is \$8.00 per line
- 2 times rate is \$7.00 per line
- Charges by the line, 4 line minimum charge.
These ads have a 1 pt. plain border around them.
- The charge for the box is \$5.00 per insertion, subject to the frequency discounts.

DEADLINE FOR ALL CLASSIFIED ADS:

- Monday 12:00 Noon for following Wednesday issue.
- Business hours: 8:30 AM - 4:30 PM, Monday - Friday

DISCOUNTS

Frequency discounts for all Classified ads:*

4x = 10% 8x = 15% 12x = 20%
26x = 25% 50+x = 30%

*All advertising will be re-billed at full rate if schedule is cancelled.

TERMS

All Rates are 30 day Net. Visa or MasterCard accepted.

GENERAL INFORMATION

- Published by The Catholic Press Association of the Diocese of Rockville Centre, Inc.
- 100% mail subscription: \$20.00 per year. Average net paid circulation for 12 months preceding September 27, 2006: 105,832.
- There is no guaranteed position for classified advertising.
- All advertising accepted is subject to approval by the editor and publisher.
- The L.I. Catholic reserves the right to amend the terms, conditions, rates, etc., specified in a contract upon 30 days notice in writing, and if such revision is not acceptable to the advertiser, the advertiser shall have the right to terminate the contract upon the date of change.

CONTRACT AND COPY REGULATIONS

- Visa or MasterCard accepted.
- New advertisers must establish credit or prepay for advertising.
- Advertiser is responsible for alerting TLIC of any errors in their ads. TLIC assumes no responsibility for errors in any ads after the first insertion.
- Ads must be as many inches deep as columns wide. Minimum space 1 column by 1 inch.
- Publisher not responsible for errors in advertisements accepted after normal deadlines.
- The advertiser and its ad agency are jointly responsible for ads placed.
- Contracts not completed will be short rated.

COMPUTER GENERATED ADS

Ads can be received:

- By email to adstlic@licatholic.org, or mailed on CD.
- Ads can be accepted in QuarkXPress version 6 or lower (please include all fonts and images), Adobe Illustrator 10 or lower with all fonts converted to outline.
- Complete ads can be emailed in PDF, TIFF or JPG formats. PDF's should have fonts embedded and photos with a resolution no less than 200 dpi. Please contact us for requirements if you wish to send files that will print with color.
- Please be advised that, due to the limitations of printing on newsprint paper, we cannot guarantee top print quality for any type in an ad set in reverse at a size lower than 12 point. Also, please try to avoid using light fonts in reverse.

THE LONG ISLAND CATHOLIC

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