

The Long Island Catholic

The newspaper for the Diocese of Rockville Centre

**NEW RATES
EFFECTIVE FROM
March 5, 2008
UNTIL
December 31, 2008**

DISPLAY ADVERTISING RATES

REGULAR WEEKLY PAPER RATES AND SIZES

10.25" X 11.25" = 5 column Format

RATES & SIZES ROP

		Net	Net	Wide	Deep
Full Page	Open	\$3,150	*Non-Profit \$2,800	(10.25" x 11.25")	
Half Page	Open	\$1,750	Non-Profit \$1,400	(10.25" x 5.5") or (5" x 11.25")	
Side Page Banner	Open	\$1,500	Non-Profit \$1,500	(3.93" x 11.25")	
Bottom Page Banner	Open	\$1,500	Non-Profit \$1,500	(10.25" x 4")	
One Third Page	Open	\$1,170	Non-Profit \$ 935	(5.93" x 6.25")	
One Quarter Page	Open	\$ 880	Non-Profit \$ 700	(3.93" x 7")	
One Eighth Page	Open	\$ 440	Non-Profit \$ 350	(3.93" x 3.5")	

Deadline: Thursday Noon for following Wednesday

Frequency discount: 5+x = 10%

There are no frequency discounts on non-profit ads.

COLOR CHARGES

Full Color.....\$330 Spot Color (one color plus black).....\$115

OPEN RATE (NET)

Open.....\$63 per column inch Non-Profit.....\$50 per column inch

EDITORIAL SECTIONS

Full Page.....	\$2,650	(10.25" X 11.25")
Half Page.....	\$1,350	(10.25" X 5.5") or (5" X 11.25")
One Quarter Page.....	\$ 675	(5" x 5.5")
One Eighth Page.....	\$ 350	(5" x 2.75")

Deadline: Wednesday Noon for following Wednesday

Frequency discount: 5+x = 10%

PRE-PRINTED INSERTS

Lowest Rate - \$60.00 per M - single sheet (minimum 50,000).

Rates vary based on weight of material.

TERMS

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

Non-Profit Status

*Verification of non-profit status is requested.

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 October 3, 2007: 103,554.

- There is no guaranteed position for display 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.
- Ads will be published only upon receipt of a signed and accepted contract from client.
- 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.
- 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 6.0 or lower (please include all fonts and images), Adobe Illustrator CS3 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

Official Weekly Newspaper of the Diocese of Rockville Centre

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