

# ADVERTISING RATES

All Rates & Information Effective Through  
June 30, 2010

## LOCAL DISPLAY

FREQUENCY - Insertions within one year

	- 6 - per inch	-13- per inch	-26- per inch
1 column inch	\$ 19.85	\$ 18.65	\$ 18.00
2 column inches	18.65	17.75	17.25
4 column inches	18.20	17.20	16.60
6 column inches	17.50	16.85	16.00
12 column inches	16.60	16.20	15.20
24 column inches	16.15	15.75	14.85
48 column inches	15.50	15.35	14.55
96 column inches	15.35	14.45	13.85

## OPEN RATE (1-5 times)

Cost per column inch **\$23.50**

## POLITICAL ADVERTISING

Payable prior to insertion **\$21.00**

## INTRODUCTORY and SPECIAL SUPPLEMENTS

Full page (10-1/8" X 15.5")	\$ 1475.00
Half page (10-1/8" X 8" or 5" X 15.5")	750.00
Quarter page (5' X 8" or 6-3/4" X 6")	395.00
Eighth page (5" X 4" or 3-5/16" X 6")	235.00
Sixteenth page (3-5/16" X 3-1/2")	160.00

## COLOR COST

Black and one color \$350.00  
Full color available, call for rates

## DEADLINES

### Space reservations:

4 pm Friday prior to publication date for regular paper.  
4 pm Thursday for special supplements.

## INSERTS

Pre-printed promotional pieces, shopping guides, etc. can be inserted (with prior approval) in the Catholic Exponent for direct mail delivery to the home. Cost is \$52.00 per thousand pieces inserted.

Deadline for insert reservation is three weeks prior to date of publication. Delivery of inserts to our printing plant must be made two weeks prior to publication date.

The Catholic Exponent has a full in-house production department. Your promotional piece can be developed, printed and readied for insertion. Call for details.

## ADDRESS for INSERTS

Indiana Publishing & Printing Co.  
899 Water Street  
Indiana, PA. 15701  
Attn: Sam Parisse - Distribution Manager

## FORMAT

Catholic Exponent advertising format is based on a six-column page width. Depth of a full page is 16 inches.

Column widths are:

1 column	1- 5/8 inches	- or -	9-1/2 pica
2 column	3-5/16 inches	- or -	19-1/2 pica
3 column	5 inches	- or -	30 pica
4 column	6-3/4 inches	- or -	40-1/2 pica
5 column	8- 7/16 inches	- or -	50-1/2 pica
6 column	10-1/8 inches	- or -	61 pica

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