

# THE CATHOLIC OBSERVER

## **An Award-Winning Publication**

*The Observer is a regular recipient of numerous awards from the Catholic Press Association for excellence in journalism, features, photos, editorial, news reports and human interest stories.*

### **Circulation**

Subscription-based service since 1954 covering four Counties in western Massachusetts: Berkshire, Franklin, Hampden and Hampshire.

**Regular subscribers\*.....10,000+**  
**Easter & Christmas Issues.....30,000+**

*\*Source: 2007 U.S. Postal Report*

*(Mailed to subscribers; distributed through diocesan parishes)*

### **Frequency**

*The Catholic Observer* is a biweekly publication (25 issues annually). See 2008 Schedule for publication dates and deadlines.

### **Ad Copy Format**

PDFs are preferred. Images submitted as jpgs with a dpi of 300 or higher are acceptable. Note: Internet images are generally only 72 dpi and reproduce poorly. Therefore, they are not recommended.

### **Ad Design Services**

Ad design services are available upon request, usually at no additional charge.

### **Special Supplements**

Special supplements are scheduled throughout the year. Check out 2008 Supplements for specific info.

### **Color**

Color is a proven attention getter and may increase response by as much as 50 percent.

Regardless of ad size, costs are:

**Spot color: Add \$125.00**

**Full color : Add \$300.00**



### **Pre-printed Inserts**

See separate sheet, "Insert Guidelines for Advertisers," for specific info.

### **Pricing**

**\$10.00 per column inch (Nonprofit rate/regular editions)**

**\$12.00 per column inch (Standard rate/regular editions)**

**\$15.00 per column inch (Christmas & Easter editions)**

Discounted packages are available.

Supplements – Please request a pricing sheet, per supplement

Inserts – Please refer to Insert Guidelines sheet.

**NOTE:** *Advertiser is responsible for printing and supplying its own inserts.*

Color Charges – See prices at left.

Design Services – Basic at N/C

For any design services beyond basic, please contact our Advertising Department at 413.452.0837. Ask for Lois.

Ad Trades – Considered. Requires the approval of Upper Management.

### **Column Sizes for Your Graphic Designer**

**2 columns = 3.8125" wide**

**3 columns = 5.8125" wide**

**4 columns = 7.8125" wide**

**5 columns = 9.8125" wide**

**HEIGHT: Any size requested (Maximum = 13" for Full Page ads)**

### **How to Figure Column Inches**

**Number of columns x height of ad = Column Inches -- e.g., a 3 column ad that is 6" tall is a 3 x 6, or 18 column inches.**

At the **nonprofit rate** of \$10.00 per c/i, this size ad would cost **\$180.**

At the **regular rate** of \$12.00 per c/i, this size ad would cost **\$216.**

This same size ad in our **Christmas and Easter editions** would cost **\$270 @ \$15 per c/i.**

**Discounted packages** are available. Call **Lois** in our **Advertising Department** at **413.452.0837** to inquire.