



Newspaper

Ad rates and details

General Information

Arkansas Catholic is a weekly tabloid-sized newspaper averaging 16 pages, published 46 Saturdays a year by the Catholic Diocese of Little Rock. Statewide circulation averages 6,000+ print and digital, with readership over 12,000. All advertising is subject to the approval of the publisher.

Modular Ad Rates

Size	Display Rate
1/16 page.....	\$ 59.00
1/8 page	\$ 115.00
1/4 page	\$205.00
1/2 page	\$365.00
Full page	\$657.00

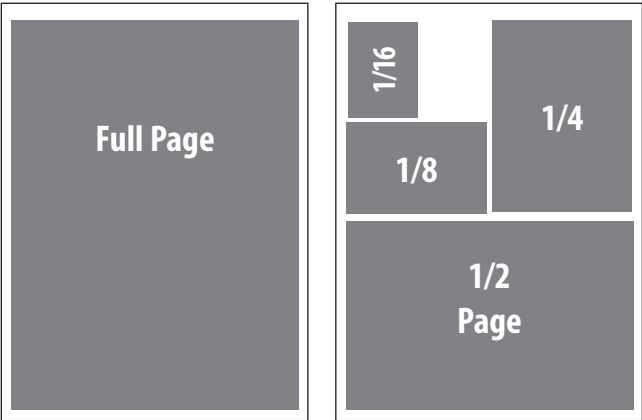
All rates are net and noncommissionable.

Other Rates

- Marketplace ad: \$27.00
On a 12-time agreement, \$21.00 each
In every issue (46 times), only \$9.00 each in advance
- Non-modular net rate: \$20 per column inch
- Frequency discounts available under agreement to run six or more times within one year. See our "Frequency Discounts" rate sheet for details. Discounts require advance scheduling.
- Add process color: \$100 for full page; \$75 for 1/2; \$50 for 1/4; \$30 for 1/8 or 1/16
- Pre-printed inserts: \$55 per thousand for single sheets. Ask for quote on multiple or oversized pages.
- Ad layout and design: Professional design is available. For ads needing design or conversion, a one-time set-up charge of up to \$30 will apply. Customer revisions incur additional charges. Ads supplied finished, in compatible electronic format, incur no setup charge.
- Terms and conditions: A signed agreement is necessary for all ads. Advertising is accepted only subject to the conditions on our agreement form. Advertising for private adoption, alcoholic beverages, tobacco products or political causes/candidates is not accepted, nor is advertising contrary to the moral teachings of the Catholic Church. We may request ad copy for review in advance.

Advertising Calendar

- Space reservation deadline is Monday noon, 10 business days before publication date.
- Copy deadline is Wednesday noon, eight business days before publication date.



Modular Sizes

- Marketplace..... 2.437" wide x 1.25" deep
- 1/16 page 2.437" wide x 2.95 " deep
- 1/8 page Horizontal: 5.041 " wide x 2.95 " deep
Vertical: 2.437 " wide x 6.08 " deep
- 1/4 page 5.041 " wide x 6.08" deep
- 1/2 page Horizontal: 10.25" wide x 6.08" deep
Vertical: 5.041 " wide x 12.37" deep
- Full page..... 10.25" wide x 12.37" deep

Mechanical Specifications

- Column 2.437" wide
- Two columns 5.041"
- Three columns 7.646"
- Four columns 10.25"
- Compatible electronic materials are preferred in all cases. Compatible formats include PDF as a PDF/X-1a file with all fonts embedded, Illustrator CS5 EPS (all type as paths) or JPEG (black-and-white only, 300 dpi at final size). If possible, please fax a printed proof for reference.
- We cannot accept, open or use Microsoft Publisher or WordPerfect files.
- Ad files may be e-mailed to mbrasfield@dolr.org
- Shipments to 2500 N. Tyler St., Little Rock AR 72207
- Latest news: www.arkansas-catholic.org

Contact:

Mark Brasfield, Business Manager
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call or text: (870) 838-4064

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