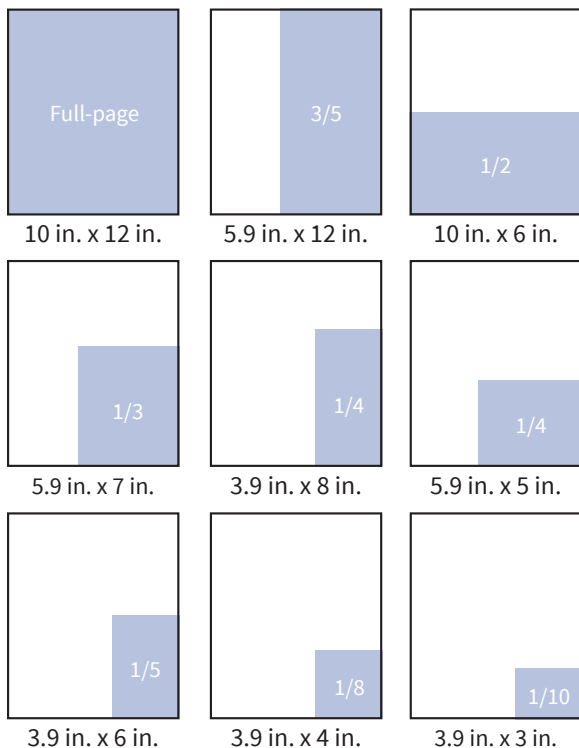


# Display Advertising and *Pre-printed Inserts*

## Choose Your Opportunity!

- Print, Digital and Web advertising campaigns to fit any budget.
- Select Local Market or Shared Coverage (Orlando, Palm Beach and Venice areas).
- Affordable Rates! Compare our cost-per-thousand reach to other mediums in the marketplace.

### DISPLAY AD SIZES (Call for rate card)



### COLOR RATES

\$250 additional (All markets)

We can accept files saved as:



Art resolution: 300 dpi max./150 dpi min.

### COPY AND ART

Please send all ad copy and art or finished ad to [ads@thefloridacatholic.org](mailto:ads@thefloridacatholic.org). The *Florida Catholic* is pleased to offer **FREE** ad development by our award-winning graphic designer.

## PREPRINTED INSERT RATES

Pages	1-5 insertions	6-12 insertions
-------	----------------	-----------------

Single page	\$59	\$56
-------------	------	------

Per thousand inserts

Ask for quote for multiple pages.

Allow 5 weeks before issue date, 6-8 samples required for approval.

## ADVERTISING RATE SCHEDULE

Effective Oct. 1, 2016

### NONPROFIT DISCOUNTS (Non-commissionable)

- Diocesan entities, please request special rate card.
- Catholic entities: 15% off open rate, or earned frequency rate, whichever is less.
- Nonprofit entities: 10% off open rate, or earned frequency rate, whichever is less.

### ADVERTISING POLICIES

General advertising accepted, except: political ads; ads for tobacco, alcohol, gambling games or paraphernalia; and organizations, philosophies or materials contrary to the official teachings of the Roman Catholic Church and policies of partner dioceses.

### GENERAL TERMS AND CONDITIONS:

1. All ads subject to approval of publisher.
2. All rates are determined by total number of ads run within the time period specified on the contract (not to exceed 1 year).
3. All position at option of the publisher. Special position 15% extra, 1/4-page minimum (16 column inches). Double-truck advertisements available, inquire for special pricing and position.
4. All copy less than appropriate column width will be floated with border added.
5. Agency commissionable. 15% commission is extended to bona fide agencies.
6. Rates are subject to change with a minimum of 30 days notice.
7. No "per inquiry" ads accepted.
8. New advertisers must establish credit or prepay for advertising. Credit terms are net 30 days. Prepayment is required for certain advertising categories. Service charge of 2% is added per month to accounts past due after 30 days.
9. Mail-order advertising subject to approval.
10. Customer is responsible for alerting the *Florida Catholic* of any errors in their advertisement. The *Florida Catholic* assumes no responsibility for errors on any advertisement after the first insertion.

# FLORIDA *Catholic*

FOR DISPLAY ADS AND INSERTS

Call 407-373-0085

[ads@thefloridacatholic.org](mailto:ads@thefloridacatholic.org)

[www.thefloridacatholic.org](http://www.thefloridacatholic.org)

[f /FloridaCatholic](https://www.facebook.com/FloridaCatholic) [@FloridaCatholic](https://twitter.com/FloridaCatholic)