

2012 ADVERTISING RATE CARD

ADVERTISING RATES

COLOR RATE -

\$14.30 per column inch

BLACK & WHITE RATE -

\$12.65 per column inch

NONPROFIT RATE -

\$11.65 per column inch*

CLASSIFIED ADS -

\$4.75 per ad with 3 line minimum

Extra lines are \$1.60 each

Payment must be received in advance for all classified ads.

*Parishes, schools, ministries

Agency discounts must be approved in advance of advertising placement.

Rates effective Jan. 1, 2012.

PAST DUE ACCOUNTS

Advertising accounts with a past due balance 60 days or longer will be subject to late fees of up to 5% per month. Advertising customers are encouraged to contact the Advertising Manager to arrange payments on delinquent accounts.

ADVERTISING SPACE RESERVATION & ARTWORK DEADLINE:

•Thursday before press date•

The ICR publishes the first & third Friday of every month except July.

INSERTION RATES

\$100* per 1000 insertions

- Envelopes or flyers no larger than 8.5 x 11 finished size

- Average circulation 16,000 per issue

- Agency discount allowed

All insertion dates must be reserved in advance with Advertising Manager. Dates are not guaranteed unless a signed Insertion Order has been exchanged.

Deliver all materials no later than one week in advance of press date to:

OWYHEE PUBLISHING

Attn: Rob Aman

119 N. Main St.

Homedale, Idaho 83628

(208)337-4866



MECHANICAL SPECIFICATIONS

- Tabloid, 5-column page = 9.8334" x 16"
- 1 column = 11 picas or 1.833"
- 2 columns = 23 picas or 3.8335"
- Total 80 column inches per page
- Outside page dimensions = 11.5 x 17"

ICR STAFF

Most Rev. Michael P. Driscoll, M.S.W., D.D.

Bishop,

Roman Catholic Diocese of Boise, Idaho,
Publisher, *Idaho Catholic Register*

Michael K. Brown

Editor, *Idaho Catholic Register*,
Diocesan Communications Director

mbrown@rcdb.org

Ann Bixby

Advertising & Production Manager,
Idaho Catholic Register

abixby@rcdb.org

Loretta Gossi

Administrative Assistant
& Circulation Manager,
Idaho Catholic Register

lgossi@rcdb.org

CONTRACT AND COPY REGULATIONS

All advertisements are subject to the publisher's approval and the publisher reserves the right to reject or cancel any advertisement at any time.

No cancellations are accepted after the press date.

Advertisers and advertising agencies will indemnify and hold harmless the *Idaho Catholic Register*, its officers, agents, employees and contractors for all contents supplied to the publisher, including texts, representations and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement, plagiarism, and in case of pre-printed inserts, deficient postage.

The *Idaho Catholic Register* shall not be liable for failure to print, publish or circulate all or any part of an issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government, strikes, accidents, a lack of newsprint or other circumstances beyond the control of the *Idaho Catholic Register*.

The *Idaho Catholic Register* shall not be liable for errors or omissions, or failure to insert, any advertisement for which it may be responsible beyond cost of actual space in which the error or failure to insert occurred. Advertisers will be entitled to a refund of advertisement price or insertion in the next available issue, at the publisher's option.

Position cannot be guaranteed. No credit allowances for position given.