



IDAHO CATHOLIC REGISTER

The *Idaho Catholic Register* is a publication of the Roman Catholic Diocese of Boise
1501 S. Federal Way, Suite 400, Boise, ID 83705 • Ph: (208)342-1311 • Fax: (208)342-0224
www.catholicidaho.org

2023-2024 ADVERTISING RATE CARD

GENERAL ROP ADVERTISING RATES

COLOR RATE

- \$15.00 per column inch

NONPROFIT COLOR RATE

- \$12.50 per column inch*

*Parishes, schools, ministries, religious organizations

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 Sales representative to arrange payments on delinquent accounts.

*Agency discount maximum of 15% must be approved in advance of advertising placement.
Rates effective Jan. 1, 2022-2023.*

ADVERTISING SPACE RESERVATION

& ARTWORK DEADLINE:

- Two weeks prior to publication date
- Photos must be high resolution, full size files sent electronically to art department. (JPG, TIFF, PNG, PDF)
- Logos/clipart should be high resolution, proprietary or without copyrights.
- Ad proofs will be sent as PDF files electronically for approval.

MECHANICAL SPECIFICATIONS

- Tabloid sheet, 11" x 17"
- 4-column page
- 1 column = 2.375"
- 2 columns = 4.9167"
- 3 columns = 7.4583"
- 4 columns = 10.00"

ICR STAFF

Most Rev. Peter F. Christensen

Bishop • *Publisher, Idaho Catholic Register*

Deacon Scott Pearhill

ICR Editor / Director of Communications • editor@rcdb.org

Emily Woodham

Staff Writer • ewoodham@rcdb.org

Veronica Gutierrez

Perspectiva / Staff Photographer • vgutierrez@rcdb.org

Marcy Pearhill

Graphic Design & Production Manager • mpearhill@rcdb.org

Sheri Boicourt

Advertising Sales • sboicourt2@rcdb.org

Alejandrina Flores

ICR Subscription Database • aflores@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.