

AD SPECIFICATIONS				FREQUENCY OF INSERTION			
	NUMBER OF COLUMNS	LAYOUT HEIGHT	COLUMN INCHES	24 x (\$24)	12 x (\$28)	4 x (\$32)	1 x (\$48)
Full Page	6 (9.675")	15.5"	93	\$2,232	\$2,604	\$2,976	\$4,464
5/6 Page	5 (8")	15.5"	77.5	\$1,860	\$2,170	\$2,480	\$3,720
3/4 Page	5 (8")	14"	70	\$1,680	\$1,960	\$2,240	\$3,360
2/3 Page	4 (6.375")	15.5"	62	\$1,488	\$1,736	\$1,984	\$2,976
1/2 Page	6 (9.675")	7.75"	46.5	\$1,152	\$1,302	\$1,488	\$2,232
1/2 Page	3 (4.75")	15.5"	46.5	\$1,152	\$1,302	\$1,488	\$2,232
1/2 Page	4 (6.375")	11.625"	46.5	\$1,152	\$1,302	\$1,488	\$2,232
1/3 Page	2 (3.25")	15.5"	31	\$744	\$868	\$992	\$1,488
1/3 Page	3 (4.75")	10.625"	31	\$744	\$868	\$992	\$1,488
1/4 Page	3 (4.75")	8"	24	\$576	\$672	\$768	\$1,152
1/4 Page	4 (6.375")	6"	24	\$576	\$672	\$768	\$1,152
1/8 Page	3 (4.75")	4"	12	\$288	\$336	\$384	\$576
1/8 Page	2 (3.25")	6"	12	\$288	\$336	\$384	\$576
1/12 Page	2 (3.25")	4"	8	\$192	\$224	\$256	\$384
1/24 Page	2 (3.25")	2"	4	\$96	\$112	\$128	\$192
1/24 Page	1 (1.5")	4"	4	\$96	\$112	\$128	\$192

CIRCULATION

81,000+ , Delivered Via U.S. Mail

FREQUENCY

Published 39 times per year: every Friday except in June, July, August (twice a month) & weeks of Easter, Thanksgiving, Christmas & New Years

DEADLINE

SPACE RESERVATIONS:

14 days prior to publication.

COPY DEADLINE: All artwork, copy/changes, photos & graphics due 10 days prior to publication

PRODUCTION CAPABILITIES

Macintosh & PC compatible. Supply disks, or CD-ROM. Supported: InDesign CS2, QuarkXpress (to 4.1), Photoshop (to CS2), Adobe Illustrator (to CS2), PDF, tiff, EPS & jpeg files. For word processing, use Mac-Word 98 or PC-Word 97.

E-mail copy to: production@catholic-sf.org

GUIDELINES FOR CREATING PDFs FOR SUBMISSION TO CSF:

- DO NOT CREATE PDFs WITH ADOBE PDFs WRITER. You will need to purchase the Full version of Adobe Acrobat, there is a difference. Make sure that you are using the correct JOB OPTIONS (You do not want to use Distillers default job options – ebook, press, print, screen. *For information on creating proper JOB OPTIONS for Catholic San Francisco please call advertising department for JOB OPTIONS settings information.*)
- Always use Acrobat Distiller.
- Always use TYPE 1 FONTS
- DON'T USE TRUE TYPE FONTS (TT) OR MULTIPLE MASTER FONTS (MM).
- Make sure ALL fonts are embedded.
- Make sure your ad is the correct size. (PDFs cannot be resized.)
- Make sure color photos are CMYK.
- DON'T USE RGB colors anywhere on ad (images, text, etc.).
- Don't skew object in your layout application. (If you want skewed photo/graphic, do it in Photoshop).
- All PDF ads with a spot color should be saved as CMYK. Please call CSF Production Dept. before creating/sending of spot color ads.
- Do not create a spot color ad using Photoshop spot color channel. Create SPOT colors as a CMYK color(s) of your choice or creation (Please check with CSF Production Dept. for more information (415) 614-5649.)
- Avoid cutting and pasting objects into your layout application, always import images

WE ARE NOT RESPONSIBLE FOR PDF FILE THAT WE DID NOT CREATE OURSELVES. DUE TO TIME CONSTRAINTS OR TECHNICAL DIFFICULTIES, WE RESERVE THE RIGHT TO CHANGE/ALTER, SUBSTITUTE FONTS OR RECREATE YOUR AD IF IT IS NOT WORKING CORRECTLY.

MECHANICAL SPECIFICATIONS

1 Column	1 1/2"	9 picas	4 Column	6 3/8"	38p3
2 Column	3 1/8"	18p9	5 Column	8"	48p
3 Column	4 3/4"	28p6	6 Column	9 5/8"	57p9

Black & White Production Use 85 Line Screen

PRE-PRINTED INSERTION RATE (Net)

Card, Sheet, 4–	Page Tab	\$54 per 1,000
8 – 16	Page Tab	\$75 per 1,000
20 – 28	Page Tab	\$85 per 1,000
32 – 36	Page Tab	\$90 per 1,000

Discounts available for non-profits and multiple inserts. Sample of insert must be submitted in advance. Please submit weight of insert in advance. See additional information on page two of rate card.

COLOR RATE

Black plus 1 Color . . . +\$250 Four Color (Full Color). . +\$500
(Limited to process red, blue or yellow)

CLASSIFIED RATES

Open – \$25 per col. inch 2x – \$20 per col. inch 3x or more – \$15 per column inch
CLASSIFIED AD SIZES: 1 col. = 1.268", 2 col. = 2.661", 3 col. = 4.054", 4 col. = 5.446",
5 col. = 6.839", 6 col. = 8.232", Full Page = 9.625", Page Depth = 15.5"

ADVERTISING DISPLAY SAMPLE SIZES

<p style="text-align: center;">Full Page</p> <p style="text-align: center;">6 col. X 15.5" (9 5/8" X 15.5")</p>	<p style="text-align: center;">1/8 Page 3 col. X 4" (4 3/4" X 4")</p>	<p style="text-align: center;">1/2 page 3 col. X 15 1/2" (4 3/4" X 15 1/2")</p>	<p style="text-align: center;">2 col. X 2" (3 1/8" X 2")</p> <p style="text-align: center;">Business Card</p>	<p style="text-align: center;">1/12 Page 2 col. X 4" (3 1/8" X 4")</p>
	<p style="text-align: center;">1/2 Page 6 col. X 7.75" (9 5/8" X 7.75")</p>		<p style="text-align: center;">1/8 page 3 col. X 7.75" (4 3/4" X 7.75")</p>	<p style="text-align: center;">1/8 page 2 col. X 6" (3 1/8" X 6")</p>

Special Services

- A. Copy and layout, proofs will be provided to all advertisers, providing all copy has been submitted by deadline. All copy received after proof deadline will be run at advertisers risk. See Advertising Policy.
- B. Tear sheets will be provided as proof of publication to each advertiser upon request. All requests must be received the week of publication to insure availability.
- C. Laser Prints/Proofs of completed ads will be available for a \$35.00 charge. All requests must be received the week of publication.

Terms and Conditions

- A. All advertising is subject to approval by our credit department. Catholic San Francisco reserves the right to request payment in advance.
- B. All accounts are due and payable on or before 10th of month following date of service. Past due accounts subject to 1.5% per month service charge.
- C. Commission of 15% to recognized agencies.
- D. Minimum display size is 4 column inches

Advertising Policy

- A. The publisher reserves the right to refuse, alter, edit or omit any advertising submitted for publication.
- B. Catholic San Francisco assumes no obligation, responsibility or liability for subject matter in copy placed by advertisers or their agents. The advertiser agrees that all materials and copy furnished will comply with all State and Federal laws and regulations. It is also understood that the advertiser and agency placing such advertising jointly and separated agree to indemnify Catholic San Francisco against all expenses, loss damage incurred by reason of printing such copy.
- C. Advertisements having the appearance of editorial material must have the word advertising printed above.
- D. If there is an error for which Catholic San Francisco assumes responsibility, that responsibility shall be limited to republishing the advertisement or a suitable adjustment on the billing not to be exceeded the cost of the ad.
- E. The publisher shall be under no liability for its failure for any cause, to publish or insert any advertising. These include acts of God or government, strikes, accidents or other circumstances beyond the control of Catholic San Francisco.
- F. The Publisher reserves the right to amend the terms, conditions, rates, specified in a contract upon thirty days notice in writing and advertiser shall have the right to terminate the contract if it is not acceptable on the date of change.
- G. All property rights to any advertisement produced by Catholic San Francisco are the property of Catholic San Francisco.
- H. Approval of proof by an advertiser is final acceptance of that proof as correct in every way. Advertiser prepared copy and copy submitted too late to provide a proof are the sole responsibility of the advertiser and Catholic San Francisco assumes no liability for an error when an advertiser has not indicated changes on a proof.
- I. Second proof alterations, late ads and cancellations will be subject to a **\$50** per hour charge.
- J. All mail order advertising must include a street address.
- K. Any ad produced by our production department that does not appear in our publication will be charged \$50 minimum.
- L. Premium placement available for an extra 20%.

Copy and Contract Regulations

- A. Contracts
 - Use of space named in a contract does not permit cancellation and renewal within a year.
- B. Contract Space
 - Must be within 12 months. Contract rates are available only through contract executed and accepted within a specific period as authorized by the director of sales. Contracts not completed will be short rated.
- C. Rejection Copy
 - Catholic San Francisco reserves the right to without notice to edit or reject advertisements deemed objectionable, illegal, poor reproduction quality, or because of any condition beyond its control, and to slug ad copy "advertisement". We do not accept political or cigarette advertising.

Inserts

- A. Inserts which exceed the maximum weight will be billed the rate which corresponds to their actual weight. Maximum size 8.5" x 11".
- B. Preprinted Reservations and Delivery Reservations: At least 14 working days prior to day of publication. Copy of insert and weight of insert must be provided to Catholic San Francisco 21 days prior to insertion date.
- C. Delivery: All inserts must be received by Thursday (8 days prior to publication).
Preprinted inserts: – Minimum inserts by COUNTY ONLY.
- D. Send all inserts to: San Francisco Offset Printing – 3508 Haven Avenue, Redwood City, CA 94063
Contact Kevin Campau – (650) 363-0899

MARIN COUNTY

- San Anselmo
- Kentfield
- Corte Madera
- Novato
- San Rafael
- Larkspur
- Mill Valley
- Tiburon
- Sausalito

SAN FRANCISCO

- Daly City
- Pacifica
- South San Francisco

SAN MATEO COUNTY

- Colma
- Millbrae
- Burlingame
- San Mateo
- Foster City
- Half Moon Bay
- Redwood City
- Atherton
- Menlo Park

- Paid and direct-mail.
- Over 220,000 readers.
- Over 80% homeownership.
- Over \$70,000 average household income.
- Median age is 56 years.
- More than 80% of readers have attended colleges/universities.
- 80% of readers read 3 or more of the last 4 issues.
- Over 40% took foreign trips.
- Over 70% took domestic trips.
- More than 90% make charitable contributions.
- More than 60% own securities and investments.

*One full page ad costs less than
2 pennies per reader*

Catholic San Francisco won recognition from the Catholic Press Association for outstanding news writing, feature writing, editorial writing, regular columns, headline writing and overall excellence.

Joe Peña
Advertising Director
Catholic San Francisco
(415) 614-5642 • FAX (415) 614-5641
penaj@sfarchdiocese.org
One Peter Yorke Way
San Francisco, CA 94109

PRIME HALF BANNER 234 x 60 pixels
18k
2 positions available

\$350 per month*
CSF Advertiser/Non-profit \$250* per month

FULL BANNER 468 x 60 pixels
(below the fold) 20k

\$250 per month*
CSF Advertiser/Non-profit \$175* per month

SKYSCRAPER

160 x 600 pixels
40k

\$350 per month*
CSF Advertiser/Non-profit
\$250* per month

MENU AD

100 x 100 pixels
12k
3 positions available

\$125 per month*
CSF Advertiser/Non-profit
\$75* per month

MEDIUM RECTANGLE
(above the fold)

\$350 per month*
CSF Advertiser/Non-profit \$250* per month

MEDIUM RECTANGLE
(below the fold)

\$300 per month*
CSF Advertiser/Non-profit \$200* per month

336 x 280 pixels
40-50k

**Minimum 6 month contract*

AD SPECIFICATIONS

Homepage Banner Ads	Ad Specs	File Size	File Type	Animation
Medium Rectangle	336 x 280	40-50k	gif, jpg, swf	Yes
Prime (Half Banner)	234 x 60	15k	gif, jpg, swf	Yes
Choice (Half Banner)	234 x 60	15k	gif, jpg, swf	Yes
Skyscraper	120 x 600	40k	gif, jpg, swf	Yes
Full Banner	468 x 60	20k	gif, jpg, swf	Yes
Menu Ad	100 x 100	12k	gif, jpg, swf	Yes

Production charges will apply to web ads that we produce.

For more information, contact Joe Peña, Advertising Director
Phone (415) 614-5642 FAX (415) 614-5641 penaj@sfarchdiocese.org

**All ads will appear on all pages and will rotate with other ads on same spot.*