

Northwest Indiana

Catholic

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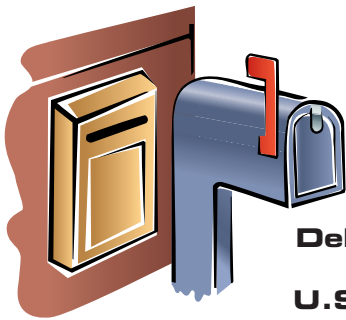
SERVING THE COUNTIES OF LAKE, LAPORTE, PORTER AND STARKE

Retail Advertising Rates *

January 10, 2010

Open rate per column inch \$10.14

Frequency Discount



Delivered
by
U.S. Mail

**Diocesan churches
and schools**

\$7.25

- 4 x \$9.07
- 6 x \$8.80
- 12 x \$8.53
- 24 x \$8.26
- 42 x \$7.80

Annual Diocesan
Directory priced
separately

COLOR RATES	
1 color	\$58
1 color your choice	\$70
4 color	\$125

* All rates net

Mechanical Requirements

Full Page	6 col x 16"	96 column inches
Half Page	3 col x 16"	48 column inches
	6 col x 8"	
	4 col x 12"	
Quarter page	3 col x 8"	24 column inches
	6 col x 4"	
	4 col x 6"	
	2 col x 12"	

Column Measurements	
1 column	1.50"
2 columns	3.25"
3 columns	5.00"
4 columns	6.75"
5 columns	8.50"
6 columns	10.25"

Deadline: 10 days prior to publication date.

Acceptance of advertising is subject to approval by
the Northwest Indiana Catholic

We will not publish issues dated Jan. 3, June 20, July 4, July 18,
Aug. 1, Aug. 15, Aug. 29, Oct. 10 and Dec. 26, 2010

Reach more than 40,000 readers every week!