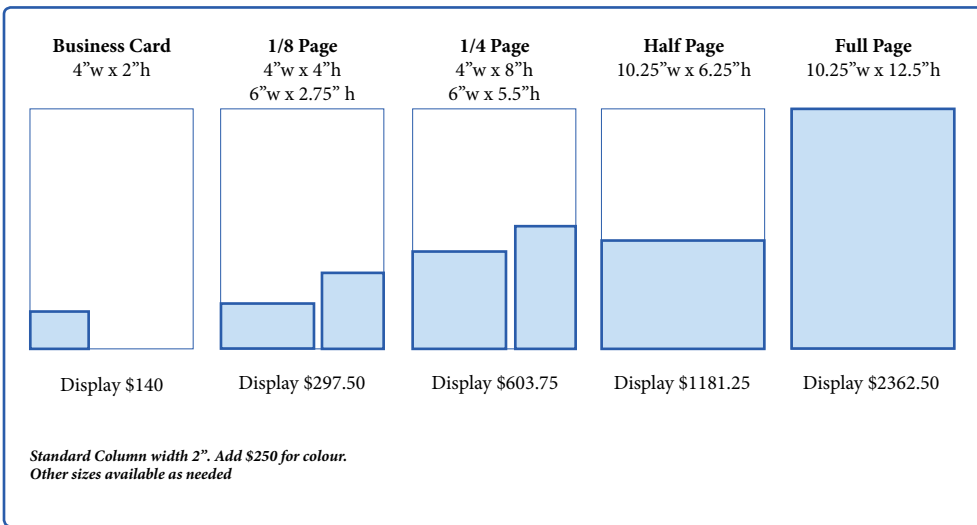


THE CATHOLIC REGISTER

STANDARD SIZE RATES



2016 MEDIA KIT

ADVERTISING INFORMATION

For further information, please contact

Terry Halata,
Advertising Manager
416-934-3410 ext. 412
terry@catholicregister.org

Allison Hunwicks,
Account Representative
416-934-3410 ext. 410
allison.hunwicks@catholicregister.org

AD DESIGN REQUIREMENTS

Our paper is laid out in InDesign CS5 on a Macintosh platform. Therefore you may send your files as an e-mail attachment in the following formats:

inDesign	Remember to include all image files (TIFF, JPEG, EPS) and all fonts.
PDF	Files must have all fonts embedded.
TIFF & JPEG	Files should be at least 300dpi.
Colour Ads	Must be set to CMYK.

INTERNET DIRECTORY

To meet the evolving demands of our readers we have added a number of Website Directories to our pages. Each week has a different focus and offers a specialized grouping that meets your specific needs.

Week	Directory
1st/month	Religious (Parishes, Diocese, Organizations)
2nd/month	Education
3rd/month	Vocations (Religious & Volunteer)
4th/month	Business and Organizations

You receive 12 annual insertions of your 6 line message for \$260 plus applicable taxes. Your listing can include Website URL plus email address, or other appropriate contact information. Examples:

Archdiocese of Toronto
1155 Yonge Street
Toronto, Ontario M4T 1W2
Tel: 416-934-3400
www.archtoronto.org

Cityscapes of Desire
"Toronto at Prayer"
A Photo Essay by
Photojournalist Michael Swan
www.cityscape.ypix.ca

NATIONAL AD NETWORK

If you or your client are looking for National exposure for your product or service but value the efficiencies of a single point of contact, then this may be an option worth considering.

Currently connecting papers from the Maritimes to Vancouver, we can get your message in front of more than 90,000 readers. This service is available for both inserts and full advertising programs.

We offer a simple one step approach that saves you time. Selective areas and specialized programs are available upon request.

DISPLAY ADVERTISING

Rates per Column Inch

All discounts are based on frequency and size. Special pricing in effect for features.

Agency	\$39.00
Transient	\$35.00

Frequency Contract must be completed within one year.

Insertion	Discount
3 - 6	10%
6 - 12 plus	20%

PRE-PRINTED INSERTS

Cost Per Thousand based on weight of insert. Size must not exceed 10in x 12in folded or 200 grams. **\$140*/thousand**

* If required, folding and envelope stuffing charges will be applied to cost. If applicable, brokerage fees will be levied at cost.

WEB ADVERTISING

All ads are subject to approval of the Catholic Register advertising standards. All ads rotate. Cost is based on impressions ordered.

Web ads - all pages or restricted.

Banner Ads 468 pixels x 60 pixels - top of all pages \$350/month

Buttons 150 pixels x 90 pixels - limited time slots \$250/month

Big Box (square/right side) 300 pixels x 250 pixels - in random stories \$350/week

Material must be in one of the following formats - .jpg .gif .png

DIGITAL EDITION

All Digital Ads are subject to approval of the Catholic Register advertising standards. Only full page digital ads allowed in this category. Also available are links to printed ads in Digital Edition (i.e. link to website or email.)

Digital Ads (Full page) \$100

Links \$50