



Dakota Catholic Action

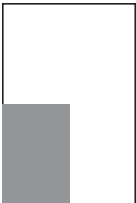
Reporting on Catholic action in western ND since 1941

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Advertising Rates and Deadlines



Half page ad size:
9.5" x 7.9444"



Quarter page ad size:
4.6667" x 7.9444"



Eighth page ad size:
4.6667" x 3.8889"

Package A: 11 times per year (black and white)*
Half: \$550^{per ad} Quarter: \$350^{per ad} Eighth: \$250^{per ad}

Package B: 6-10 times per year (black and white)*
Half: \$600^{per ad} Quarter: \$375^{per ad} Eighth: \$265^{per ad}

Package C: 1-5 times per year (black and white)*
Half: \$650^{per ad} Quarter: \$400^{per ad} Eighth: \$275^{per ad}

*Add \$300 for full color

2017 Advertising Submission Deadlines

Issue:	Ad deadline:	Issue:	Ad deadline:
January DCA.....	Dec. 5	July.....	No Issue
February DCA.....	Jan. 9	August DCA	July 10
March DCA	Feb. 6	September DCA	Aug. 14
April DCA.....	Mar. 13	October DCA.....	Sep. 11
May DCA.....	Apr. 10	November DCA.....	Oct. 9
June DCA.....	May 8	December DCA	Nov. 13

Electronic/Digital Artwork Specifications

Files saved as .pdf are preferred but we will also accept .psd; .eps; .tiff; .jpg.

Use the following settings when making PDFs:

- * Postscript level 2
- * Version Acrobat 4 (1.3)
- * All fonts embedded
- * Layers & transparencies flattened
- * OPI turned off

We can accept native documents in the following programs:

- (All fonts and images must be sent as well.)
- * InDesign CS2 or lower
- * Photoshop
- * Illustrator CS
- * QuarkXpress 6.5 (Mac) or lower

Color:

We can accept only process CMYK colors.
All blacks must be black only, not registration or rich black.

Resolution:

4-color CMYK & grayscale art resolution:
300 dpi max./150 dpi min.
Line-art resolution: 600 ppi min.

- Circulation:** Direct-mailed to over 23,000 homes.
- Restrictions:** Message must support the mission of the Catholic Church.
- Placement:** Ads receive premium placement on the back page of each issue.
- Publisher's option:** The publisher reserves the right to reject any advertising at his discretion.

*Prices and information subject to change.
Active advertisers will be given 30 days notice.*