



# THE GOOD NEWS

The Official Paper for the  
Catholic Diocese of Kalamazoo

215 N. Westnedge Ave., Kalamazoo, MI 49007

Phone 269-349-8714 x302 Fax 269-349-6440

# ADVERTISING ORDER FORM

RATE CARD effective July, 2009

Contact Name \_\_\_\_\_

Name of Organization \_\_\_\_\_

Street Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## CHECK THE FOLLOWING, RESERVE YOUR ADVERTISING SPACE TODAY

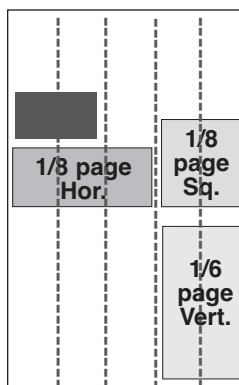
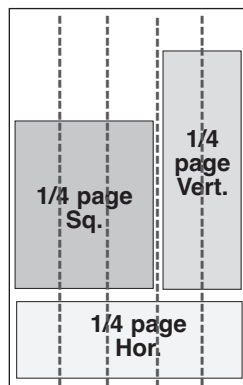
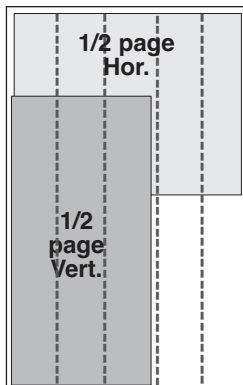
Please Review Price Rates Below: Special Insert Rate: \$1,417.00

Color: Black & 1 color.... Additional \$35.00

BLACK & WHITE

FOUR COLOR PROCESS

	BLACK & WHITE		FOUR COLOR PROCESS	
Full page	\$700.00	<input type="checkbox"/>	\$1,417.00	<input type="checkbox"/>
1/2 page	\$337.00	<input type="checkbox"/>	\$675.00	<input type="checkbox"/>
1/4 page	\$214.00	<input type="checkbox"/>	\$429.00	<input type="checkbox"/>
1/6 page	\$135.00	<input type="checkbox"/>	\$270.00	<input type="checkbox"/>
1/8 page	\$75.00	<input type="checkbox"/>	\$150.00	<input type="checkbox"/>
Business Card	\$38.00	<input type="checkbox"/>	\$77.00	<input type="checkbox"/>



QUESTIONS? Contact **Terry L. Hageman**  
Graphic Designer, Advertising Manager  
Phone 269-349-8714 x 302 • Fax 269-349-6440  
**Submit your ad electronically**  
Email: [thageman@dioceseofkalamazoo.org](mailto:thageman@dioceseofkalamazoo.org)

### Advertising Deadlines

- Space can be reserved will in advance.
- Deadline for ad copy is the 10th of the month prior to publication.

Ad Size	Height	Width
Full page	15	10.5
1/2 horizontal	7.25	10.5
1/2 vertical	12	6.25
1/4 square	6.25	6.25
1/4 horizontal	4.127	9.5
1/4 vertical	10.5	3.75
1/6 vertical	6	4.127
1/8 square	4.125	4.125
1/8 horizontal	2.75	6.25
Business Card	1.75	4

### Ad Specifications:

Preferred format — High-resolution PDF files prepared for Press. All original color images must be converted to CMYK prior to embedding into PDF format. Black test must be 100% black.

All images must be a 400 dpi and conerted to grayscale or CMYK color. All images and fonts not embedded into the file must also be included. Fonts trasmitted via email must be compressed.

Laser prints, Microsoft Word® documents and Microsoft Publisher® documents are not acceptab le as final ad copy.

### Publisher's Copy Protective Clause

Advertisers and their agencies assume liability for all content, including text, representation, and illustrations in advertisements. They also assume responsibility for claims therefrom, made against the publisher.

Publisher reserves the right to reject any advertisement not in keeping with the publication's standards.