

ADVERTISING RATE CARD

EFFECTIVE January 1, 2014



The Catholic Key

Diocese of Kansas City-St. Joseph

The Catholic Key continues the tradition of area Catholic newspapers served by the present diocese since 1889. The paid, direct mailed circulation is 21,000, addressing a readership market of people who directly influence purchasing decisions and events in their work places, homes and spiritual and social communities.

The diocese covers 27 counties and 99 parishes.



The Catholic Key
20 West Ninth Street
Kansas City, Missouri 64105
Mailing Address: P. O. Box 419037
Kansas City, Missouri 64141-6037
Phone: (816) 756-1850 or (816) 714-2306
Fax: (816) 753-6205

2014

ADVERTISING DATES AND DEADLINES

for THE CATHOLIC KEY

ISSUE DATE	DISPLAY AD DEADLINE
January 10 (Vocation Awareness) January 24 (Catholic Schools Week & Sanctity of Life)	3 p.m. Thursday, January 2 3 p.m. Thursday, January 16
February 7 February 21 (Nat'l Catholic College/Univ Week)	3 p.m. Thursday, January 30 3 p.m. Thursday, February 13
March 7 (Senior Life) March 21	3 p.m. Thursday, February 27 3 p.m. Thursday, March 13
April 4 April 18 (Easter Issue)	3 p.m. Thursday, March 27 3 p.m. Thursday, April 10
May 2 May 9 (2014 Diocesan Directory) May 16 (High School Grads) (World Day of Prayer for Vocations)	3 p.m. Thursday, April 24 3 p.m. Wednesday April 16 3 p.m. Thursday, May 8
June 6 June 20	3 p.m. Thursday, May 29 3 p.m. Thursday, June 12
July 11 July 25	3 p.m. Thursday, July 3 3 p.m. Thursday, July 17
August 8 August 22 (Back-to-School)	3 p.m. Thursday, July 31 3 p.m. Thursday, August 14
September 12 September 26 (Preparing the Way)	3 p.m. Thursday, September 4 3 p.m. Thursday, September 18
October 10 (World Mission Sunday) October 24 (Priesthood Sunday & Respect Life & C. Cemetery Sunday)	3 p.m. Thursday, October 2 3 p.m. Thursday, October 16
November 7 (Senior Life) November 21 (Bishop's Report)	3 p.m. Thursday, October 30 3 p.m. Thursday, November 13
December 5 December 19 (Christmas Issue)	3 p.m. Thursday, November 27 3 p.m. Thursday, December 11

2014 DISPLAY ADVERTISING RATES

OPEN	6x	13x	26x	44x
\$19.55	\$17.25	\$16.65	\$15.50	\$14.40

COLOR CHARGES:

\$ 90.00 Spot (one color)

\$135.00 Full Color

PREPRINTED INSERTS:

\$63.00 per thousand. Because of the direct mail to subscribers, additional weight charges may occur.

OVER RUNS:

\$85 per thousand

MECHANICAL REQUIREMENTS:

5-Column Format

1 col. 11.5 picas/ 1 7/8"

2 col. 24 picas/ 4"

3 col. 36.5 picas/ 6"

4 col. 49 picas/ 8 1/8"

5 col. 61.5 picas/ 10 1/4"

These are image area dimensions.

We do not accept BLEEDS ON FULL-PAGE ADS.

PRODUCTION SERVICES:

Creative Service \$25/per hour

Reproductions \$25/per copy

PRODUCTION REQUIREMENTS:

The Catholic Key accepts E-ready ads in the form of PDF files with fonts embedded. EPS, TIFF or JPEG files are also acceptable. We cannot accept hard copies of ads. Color ads need to be 200 dpi and CMYK, not RGB. We can design a single ad for use in our publication at no charge. Design for ads that are larger than one page, special projects and duplication of layout/design for other publications or for your company's use are subject to a production charge.

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CLASSIFIED RATES

CLASSIFIED DISPLAY AD RATES

1x (open)	12x (monthly)	22x (every other week)	44x (weekly)	cost per column inch
\$15.75	\$14.95	\$13.90	\$12.85	

Classified pages are 6 columns per page, 9.5 picas/ 1 5/8" per column width

STANDARD CLASSIFIED ADVERTISING RATES

\$14.00 for 25 words or less; 25 cents for each additional word.

**The deadline for Classified Advertising
is Monday by NOON
Call Linda Ladd
(816) 714-2306**

KEY POLICY AND BILLING INFORMATION

Ad space will be billed at the agreed contract level unless cancellation is received before the deadline date has passed.

The Catholic Key does NOT ACCEPT political advertising, adult entertainment, gambling, advertising with 900 numbers, alcoholic beverages (except beer and wine), or tobacco.

The publisher reserves the right to reject in whole or part ANY advertising, at any time.

Problems with ads must be discussed with the advertising director within 30 days of the ad's publication. The amount of credit issued will be based upon the part of the ad affected by the error. In some cases the ad can be rerun correctly or a 100% credit issued. The Catholic Key cannot credit the advertiser more than the price of the ad.

The Catholic Key will be held harmless for any claims in advertisers' ads pertaining to logo or trademark infringement or price claims or comparisons.

Ad payment is due within 30 days of ad billing. Ads are billed weekly. Special arrangements can be made prior to ad placement for monthly billing.