

# DISPLAY AD RATES\*

(Effective October 1, 2007)

INTERMOUNTAIN

Catholic

27 C Street · Salt Lake City · Utah 84103 801-328-8641, extension 339

LAYOUT SIZE			FREQUENCY OF INSERTION				
AD SIZE	COLUMNS	WIDTH & HEIGHT	1X	6X save 12.5%	12X save 25%	24X save 37.5%	46X save 50%
Full Page	6	10.25" x 13.75"	\$840	735	630	525	420
1/2 Page	6	10.25" x 7"	520	455	390	325	260
1/4 Page	3	5" x 7"	307	268	230	192	154
1/8 Page	3	5" x 4"	190	166	142	119	95
3 x 3	3	5" x 3"	140	123	105	86	70
2 x 4	2	3.25" x 4"	126	110	95	79	63
2 x 3	2	3.25" x 3"	104	91	76	65	52
Business Card	2	3.25" x 2"	80	70	60	50	40
1 x 2	1	1.6" x 2"	40	--	--	--	--
1 x 1	1	1.6" x 1"	20	--	--	--	--

### Published Fridays

### Space Reservation & Copy Deadline:

Friday at 2:00 p.m., one week prior to publication.

### Production Information:

- \* Tabloid Format
- \* Full Page is 10.25" wide by 13.75" high
- \* Actual Ad widths:
  - 1 col - 1.6"
  - 2 col - 3.25"
  - 3 col - 5"
  - 4 col - 6.6"
  - 5 col - 8.25"
  - 6 col - 10.25"
- \* Electronic ads:
  - Include all PostScript fonts (printer and bitmap), images in TIFF format, CMYK or grayscale color depth, and InDesign CS (v. 3.0) or QuarkXpress v.4.11 (or lower version) files. EPS, PDF (embedded fonts and no RGB) and JPEG also accepted. Always include a printed proof sheet.
  - Email: Advertising@iCatholic.org
  - \* Printed offset
  - \* 85 line screen, 1200 dpi

**SPOT COLOR - add only 10%**

**FULL COLOR - add just 30% or minimum of \$50**

\* Non Profit organizations with federal 501C designation receive a 25% discount on 1x rate.

**INSERTS: Only \$50 a thousand min. \$100.00**

Insert Rate cpm: \$50.00  
 Current Circulation: 14,500  
 Insert Rate\* : \$725

### Insert Restrictions & Conditions:

Price is for insertion only. Insert size cannot exceed 7"x11". Insert must fit in the fold of the paper. Insert price is for one ounce or less per individual insert. Heavier inserts will be charged the additional postage to mail insert within paper. A sample of the insert must be received at the newspaper office 14 days prior to issue date.

### Inserts must be delivered 7 days prior to issue date to:

Transcript Bulletin Publishing, Attn: Clayton Dunn  
 58 Main Street Tooele, Utah 84074

\* Subject to circulation increases