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Effective May 2005

U.S.Catholic delivers

America's award-winning, religious general-interest magazine, U.S. CATHOLIC provides a unique and highly popular open forum for all aspects of Catholic life and thought. In its pages U.S. CATHOLIC puts great emphasis on engaging ordinary Catholics in conversation. Through feature articles, interviews, essays and recurring columns, U.S. CATHOLIC explores the issues affecting Catholics today and offers readers an opportunity to respond and become a part of the dialogue.

U.S. CATHOLIC readers are not passive: Their active response is an essential part of every issue. More than 20% of each issue is devoted to readers' insights. This active and informed readership translates into high visibility and response to advertising messages.

U.S.Catholic advertising rates

All rates are net.

Black & white rates

	Open	3x	6x	12x
2-page spread	\$3,000	\$2,700	\$2,400	\$2,100
Full page	1,575	1,415	1,260	\$1,100
2/3 page	1,210	1,085	965	840
1/2 page	910	820	730	640
1/3 page	660	600	535	465
1/4 page	535	485	435	375
1/6 page	395	350	310	260

Color

Spot color - \$100

4-color process - \$200

Premium Positions

All premium positions include 4-color process and full-bleed costs.

Back cover	\$2,300
Inside front cover	\$2,200
Inside back cover	\$2,000

Add \$100 for other special-position requests.

*For back-page ad, allow space of 3-3/4" x 1-1/2" in lower right-hand corner for address area.

Inserts

Customer-supplied, preprinted inserts can be bound in for \$80/m. Bind-ins must meet postal requirements.

Space units

Please be sure to follow measurements below exactly!

Rates shown here are "Open".

\$395 Spot color \$495 4 color \$595	\$395 Spot color \$495 4 color \$595	\$535 Spot color \$635 4 color \$735	\$535 Spot color \$635 4 color \$735	\$660 Spot color \$760 4 color \$860
1/6-page vertical 2 1/4" x 4 5/8"	1/6-page horizontal 4 5/8" x 2 1/4"	1/4-page vertical 3 3/8" x 4 5/8"	1/4-page horizontal: 7" x 2 1/4"	1/3-page vertical 2 1/4" x 9 1/2"

\$660 Spot color \$760 4 color \$860	\$910 Spot color \$1,010 4 color \$1,110	\$910 Spot color \$1,010 4 color \$1,110	\$1,210 Spot color \$1,310 4 color \$1,410	\$1,210 Spot color \$1,310 4 color \$1,410
1/3-page square 4 5/8" x 4 5/8"	1/2-page island 4 5/8" x 7"	1/2-page horizontal 7" x 4 5/8"	1/2-page vertical 3 3/8" x 9 1/2"	2/3-page vertical 4 5/8" x 9 1/2"

\$1,210 Spot color \$1,310 4 color \$1,410	\$1,575 Spot color \$1,675 4 color \$1,775	\$1,875 Spot color \$1,975 4 color \$2,075	\$3,000 Spot color \$3,150 4 color \$3,250
2/3-page horizontal: 7" x 6 1/4"	Full page 7" x 9 1/2"	Full-page bleed Live area: 7" x 9 1/2" Trim size: 8 1/8" x 10 7/8" Full-bleed size: 8 1/4" x 11 1/8"	2-page spread with bleed Live area: 15" x 9 1/2" Trim size: 16 1/4" x 10 7/8" Full-bleed size: 16 1/2" x 11 1/8"

Closing dates

U.S. CATHOLIC is mailed to subscribers no later than the 10th of the month preceding the issue date.

Issue	Reservation deadline	Ad Materials due
January (Women's Issues)*	10/25	11/10
February (Conferences/Retreats)*	11/25	12/10
March	12/22	1/10
April (Easter Books & Gifts)*	1/25	2/10
May	2/25	3/10
June (Liturgy)*	3/25	4/10
July	4/25	5/10
August (Vocations)*	5/25	6/10
September (Education)*	6/25	7/10
October	7/25	8/10
November (Christmas Book, & Gifts)*	8/25	9/10
December	9/25	10/10

*Special advertising sections

Advertising Design/Production Service

U.S. CATHOLIC production staff can help you design your eye-catching, contemporary ad at reasonable rates. Whether you're looking for ideas on how to communicate your message or just need help with the finishing touches, the U.S. CATHOLIC creative team can bring your message to life! Call Tom Toussaint, advertising sales manager, at 800/328-6515, ext. 854, for design-service costs.

Mechanical requirements

U.S. CATHOLIC is printed computer-to-plate. For the best reproduction quality, all advertisements should meet the following specifications:

- High-Resolution PDF, sent via e-mail to ads@uscatholic.org or via CD-ROM or ZIP disk to U.S. CATHOLIC Advertising, 205 W. Monroe St., 9th floor, Chicago, IL 60606
- Line Screen of at least 133 lines per inch
- Resolution on digital images of at least 300 dpi
- All fonts embedded
- All colors, including RGB colors, must be converted to CMYK format
- Full-page ads that bleed should include an additional 1/8-inch bleed and crop marks.
- No crop marks, except on full-page, bleed ads

Camera-ready art and film are not accepted.

Any advertisement not meeting these specifications will incur production charges of at least \$25, depending on the amount of production work required.

Circulation Information

National Catholic, general-interest monthly magazine

Circulation: 32,000

Readership: 96,000 (per 2002 pass-along study)

List Rental

For ST. JUDE LEAGUE/CLARETIAN PUBLICATIONS list rental information, call Maricelle Garcia at 800/328-6515, ext. 504.

Rate policy

Rates are subject to change without notice. Rates apply to postproduction-ready submissions only. Frequency discount rates must be used within a one-year period. Cancellations are not accepted after closing date. Advertisers who require proofs for approval must furnish copy 70 days preceding date of issue.

Publisher's Liability & Discretions

All advertisements must include a hard-copy printout for color matching. U.S. CATHOLIC assumes only reasonable responsibility for the reproduction quality of advertisements submitted without a physical printout for press checking and will not issue credits of any kind if a checking copy was not supplied.

Due to the missionary nature of Claretian Publications, all advertising is subject to publisher's approval.

Mission statement

U.S. CATHOLIC believes that being Catholic makes a difference and that Catholicism is a spiritual path that makes sense, a way to live a better and richer life. We invite and help our readers to explore the wisdom of our faith tradition and to apply that faith to the challenges of life in the 21st century. We celebrate the vibrancy and diversity of contemporary Catholicism and aim to inspire readers with a positive vision of Catholic faith today. We conduct our mission with respect for our tradition and our readers, a sense of humor, and a firm belief that the Catholic faith, well lived, responds best to our deepest longings and aspirations.

