

# Catholic Anchor Advertising Contract

## Catholic Anchor

**Publisher:**

Archbishop of Anchorage

**Editor:**

Dominique Johnson

The Catholic Anchor is the newspaper of the Archdiocese of Anchorage. It is mailed 12 times a year to roughly 10,000 families in Southcentral Alaska.

The mission of the Catholic Anchor is to provide a forum to help Catholics understand and assume their roles in the church in the modern world.

The Catholic Anchor is the primary means of communication for this large and well-connected community. It carries news, op-ed, letters and most advertising.

We appreciate your business. Please let us know how the Catholic Anchor can accommodate your advertising needs.

## Advertising Contact

**Sandy Busch**

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Fax: (907) 297-3885

catholicanchor@gci.net

**Address: 225 Cordova St. Anchorage, AK 99501**

**Web site: Catholicanchor.org**

(CALL ABOUT ONLINE ADVERTISING)

*Advertiser agrees to pay in advance for space in the Catholic Anchor per the specifications below. The Catholic Anchor agrees to sell such space and insert the advertisement accordingly. The Catholic Anchor reserves the right to refuse any ad for any reason.*

DATE OF PUBLICATION: \_\_\_\_\_

ADVERTISING DEADLINE: \_\_\_\_\_

### SIZE, DIMENSION, PRICE

*Circle choice*

Full page ... 59p x 14.75 inch (Camera ready: \$890)

Half page ... 59p x 7.2 inch (Camera ready: \$450)

Quarter page ... 23p x 8 inch (Camera ready: \$240)

Eighth page ... 23p x 4 inch (Camera ready: \$130)

Business card ... 23p x 2 inch (Camera ready: \$68)

Per Column inch ... (Camera ready: \$17)

# Columns: \_\_\_\_ Inches: \_\_\_\_ Column-Inches: \_\_\_\_

(# Columns is width; inches is height of ad)

#### Preferred File Types

1. PDF
2. EPS, TIFF or JPEG
3. QuarkXpress

#### Column/Pica/Inch

- 1 col = 11p / 1.833"
- 2 col = 23p / 3.833"
- 3 col = 35p / 5.833"
- 4 col = 47p / 7.833"
- 5 col = 59p / 9.833"

#### Color cost

50% more  
for full color

FINAL COST: \_\_\_\_\_

Signed today, \_\_\_\_\_, by the Catholic Anchor account executive and by the advertiser:

\_\_\_\_\_  
(Account Executive)

\_\_\_\_\_  
(Advertiser of representative)

Company Name:

Address:

Phone/Fax: