

THE CATHOLIC OBSERVER

INSERT GUIDELINES FOR ADVERTISERS

--Print in multiples of 1,000 ... Print Qty: 10,000

--Send one advance copy of your actual insert 3 weeks prior to publication to:

Advertising Department
Catholic Communications
65 Elliot Street
Post Office Box 1730
Springfield, MA 01102-1730

--If CCC has any concerns about the suitability of your printed piece as an insert, we have the right to request 100 copies so that we may do a test run in advance of the publication date.

--Maximum finished size for all Inserts is 10.5" w x 6.5" h (finished size means folded).

--The insert fold must match the fold of our newspaper.

--Ship in boxes unless, due to the thickness of your insert, it would require an inordinate number of boxes. In such case, a pallet would be the better choice.

--Call our Advertising Department at 413.452.0837 for specific shipping information.

--Please ship to arrive the Thursday prior to publication week (that's one week and one day before publication). Shipping too early may result in your insert being overlooked.

--Any inserts sent directly to our printer without the prior knowledge of the CCC Advertising Department run the risk of being missed and, therefore, not being inserted.

Disclaimer: Catholic Communications reserves the right to refuse any insert order which is not in keeping with our stated technical requirements or whose content may be found objectionable to the majority of our readership.