

# advertising guidelines

## Terms and Conditions

- Publisher reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.
- All copy is subject to the approval of the publisher.
- Publisher reserves the right to insert the word “advertisement” above or below any copy.
- We reserve the right to adjust advertising rates at any time upon 30 days written notice.
- Cancellations or changes in orders may not be made by the advertiser nor its agency after the reservation closing date.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.

## Billing and Credit Terms

Payment terms are net 30. After 30 days, if payment is not made, the legal finance charge of 1.5% will be added to all outstanding balances.

## Printing Specifications

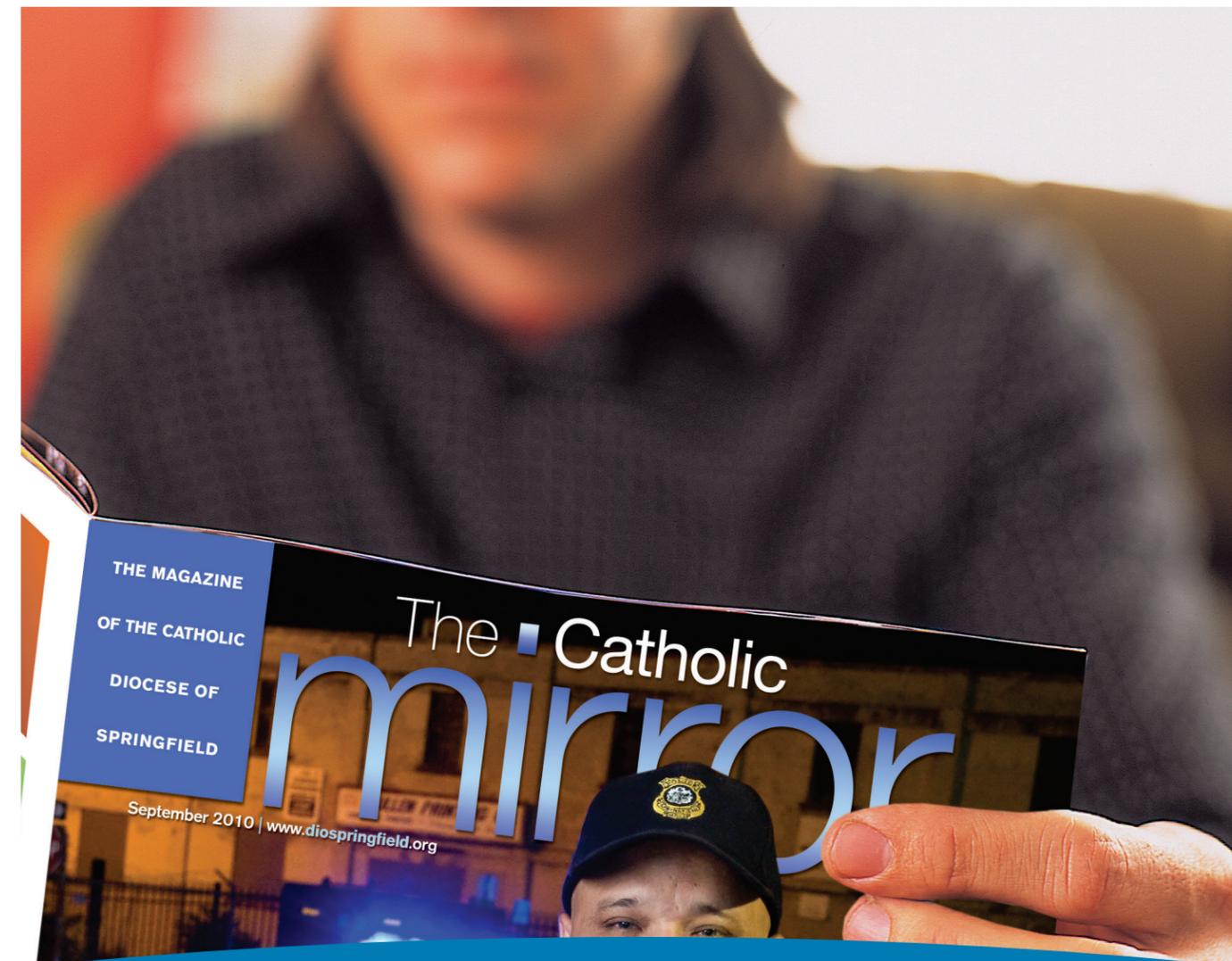
- Acceptable file format: PDF with embedded fonts is preferred (set distiller to “Press Quality”).
- Ads can also be accepted in EPS, Quark XPress, Adobe Illustrator and Photoshop files. These files must include true type fonts and art.
- All ads must be exact size at 100%, 300 dpi.
- Submit files by e-mail to: [r.drake@diospringfield.org](mailto:r.drake@diospringfield.org)

## For more information:

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maximize your  
business potential  
with Springfield's  
largest Catholic magazine

Rebecca Drake  
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E-mail: [r.drake@diospringfield.org](mailto:r.drake@diospringfield.org)

## why advertise

### High impact

The Catholic Mirror is a high-quality publication produced eight times per year and distributed to more than 60,000 people throughout the diocese.



### Passionate readers

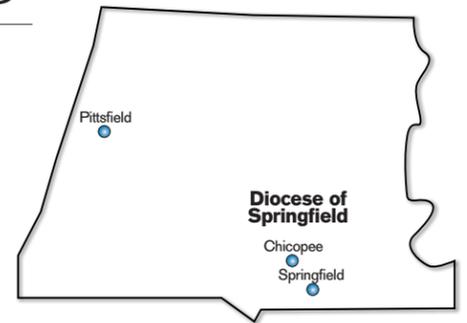
Two independent readership audits confirmed that the format for The Catholic Mirror – which is designed to uplift and inspire through compelling, people-based stories – is passionately read by a wide range of adult age groups.

### National awards

The Catholic Mirror is based on a national award-winning format.

### ad details

Cost is per insertion. All prices are for camera-ready material submitted to The Catholic Mirror according to advertising guidelines. The Catholic Mirror also offers design and production services for your convenience.



- Distributed to more than 60,000 homes
- Full-color ads
- Premium ad positions
- High pass-along rate
- Proven readership
- Appeals to all ages
- Establishes credibility in your market
- Award-winning publication

#### 2013 issues • FULL COLOR

issue	ads due	mail date
Feb./March	1/2/13	2/7/13
April	2/13/13	3/25/13
May/June	3/20/13	5/3/13
July/August	5/21/13	6/28/13
September	7/30/13	9/5/13
October	8/30/13	10/3/13
November	9/25/13	10/31/13
Dec./Jan.	10/28/13	12/5/13



the magazine of the Catholic Diocese of Springfield, MA

## how effective is The Catholic Mirror format?

# 96%

of households have a reader  
– Publishers Information Service

**The Catholic Mirror appeals equally among adult age groups.**

“In some respects the editors ... have found the Holy Grail long sought by their colleagues in the Catholic press. They have shown that it is possible to publish a diocesan publication that appeals equally to all age groups.” – Publishers Information Center

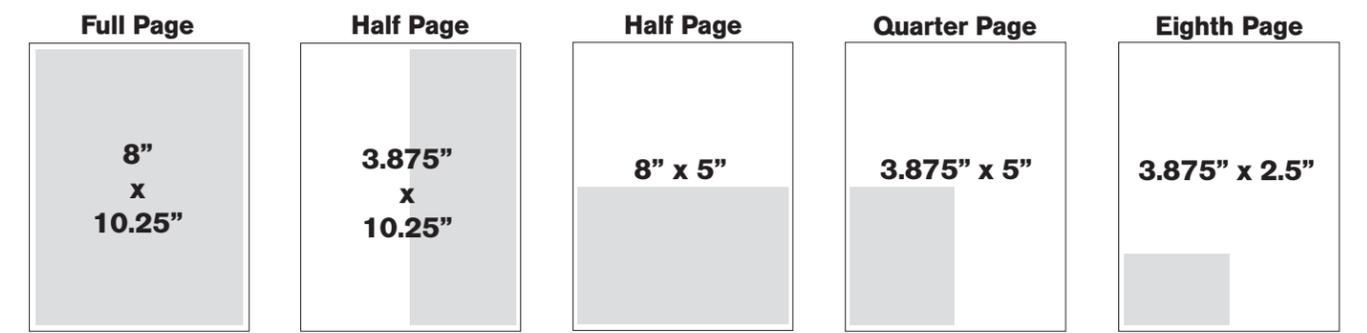
### What do readers say?

**87%**  
Makes me feel more connected to my Catholic faith.

**63%**  
I look at an issue more than once.

**47%**  
I share my copy with a friend.  
– Publishers Information Service

#### ad specifications • FULL COLOR



**The Catholic Mirror is based on the successful FAITH Magazine format: Comments from a range of everyday Catholics**

“When I picked up the new issue of the FAITH magazine, I expected to browse through a parochial religious publication. Instead, I found a refreshing look at the local Catholic community. It offers a standing invitation that gives me hope.” – A local business executive

FAITH magazine magazine serves as a great communication vehicle that delivers the Catholic message very well. The magazine presents a wide assortment of local articles that are very informative. – A marketing executive

Congratulations! The FAITH magazine is a wonderful source of knowledge and inspiration. I look forward to reading each issue. The style and format is very creative and informative. I must admit that every issue of the FAITH magazine gets better. – An artist

## ad specifications

#### FULL COLOR 8 issues a year

PER RUN COST			
full page	half page	quarter page	eighth page
\$2,000	\$1,100	\$600	\$350

- Our new standard rates based on an anticipated, in-home distribution of 40,000 plus households.
- With any advance multi placement – you will be charged rate based on TOTAL space buy – 2 half pages would be charged at the full page rate etc.
- 5% return advertiser discount.