



Dakota Catholic Action

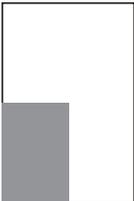
Reporting on Catholic action in western ND since 1941

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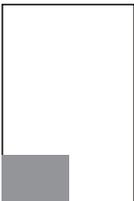
Advertising Rates and Deadlines



Half page ad size:
9.5" x 7.9444"



Quarter page ad size:
4.6667" x 7.9444"



Eighth page ad size:
4.6667" x 3.8889"

Package A: 11 times per year (black and white)*
Half: \$550^{per ad} Quarter: \$350^{per ad} Eighth: \$250^{per ad}

Package B: 6-10 times per year (black and white)*
Half: \$600^{per ad} Quarter: \$375^{per ad} Eighth: \$265^{per ad}

Package C: 1-5 times per year (black and white)*
Half: \$650^{per ad} Quarter: \$400^{per ad} Eighth: \$275^{per ad}

*Add \$300 for full color

2020 Advertising Submission Deadlines

Issue:	Ad deadline:	Issue:	Ad deadline:
January DCA.....	Dec. 9	July.....	No Issue
February DCA.....	Jan. 13	August DCA	July 13
March DCA	Feb. 10	September DCA	Aug. 10
April DCA.....	Mar. 16	October DCA.....	Sep. 14
May DCA.....	Apr. 13	November DCA.....	Oct. 12
June DCA.....	May 11	December DCA	Nov. 9

Electronic/Digital Artwork Specifications

Files saved as .pdf are preferred but we will also accept .psd; .eps; .tiff; .jpg.

Use the following settings when making PDFs:

- * Postscript level 2
- * Version Acrobat 4 (1.3)
- * All fonts embedded
- * Layers & transparencies flattened
- * OPI turned off

We can accept native documents in the following programs:

- (All fonts and images must be sent as well.)
- * InDesign CS2 or lower
- * Photoshop
- * Illustrator CS
- * QuarkXpress 6.5 (Mac) or lower

Color:

We can accept only process CMYK colors.
All blacks must be black only, not registration or rich black.

Resolution:

4-color CMYK & grayscale art resolution:
300 dpi max./150 dpi min.
Line-art resolution: 600 ppi min.

- Circulation:** Direct-mailed to over 23,000 homes.
- Restrictions:** Message must support the mission of the Catholic Church.
- Placement:** Ads receive premium placement on the back page of each issue.
- Publisher's option:** The publisher reserves the right to reject any advertising at his discretion.

*Prices and information subject to change.
Active advertisers will be given 30 days notice.*