

# CATHOLIC + SAN FRANCISCO

Newspaper of the Archdiocese of San Francisco

www.catholic-sf.org

**CATHOLIC SAN FRANCISCO** is the official publication of the Archdiocese of San Francisco and reaches 57,000 households in San Francisco, San Mateo and Marin counties.

**CSF** is mailed to subscribers' homes 26 Thursdays of each year, with each issue posted online at [www.catholic-sf.org](http://www.catholic-sf.org).



Almost 89% read **EVERY** issue and over 86% read at least two articles up to the entire paper.

37% have a household income of at least \$71,000 and nearly 17% reported \$125,000.

## WHAT OUR READERS HAVE TO SAY\*...

“A vital and exciting paper.”

“CSF is improving year by year. Having this capacity for a sustained development is a sign of real life.”

“ Many thought-provoking articles for intelligent discussions.”

“Gives me a quick overview of things happening in our local church and the larger world.”

“Up-to-date format and tackles all the different needs of the diocese.”

*\*Based on a 2015 readership survey compiled by Trinity Direct*

AD SPECIFICATIONS*				FREQUENCY OF INSERTION			
	NUMBER OF COLUMNS	LAYOUT HEIGHT	COLUMN INCHES	1 X \$40 per col. inch	4 X \$36 per col. inch	12 X \$34 per col. inch	26 X \$32 per col. inch
<b>1/24 PAGE</b>	2 (3.125")	2"	4	\$160	\$144	\$136	\$128
<b>1/12 PAGE</b>	2 (3.125")	3.5"	7	\$280	\$252	\$238	\$224
<b>1/8 PAGE</b>	3 (4.75")	3.5"	10.5	\$420	\$378	\$357	\$336
<b>1/6 PAGE</b>	2 (3.125")	7	14	\$560	\$504	\$476	\$448
<b>1/4 PAGE</b>	3 (4.75")	7"	21	\$840	\$756	\$714	\$672
<b>1/3 PAGE</b>	2 (3.125")	13.75"	28	\$1,120	\$1,008	\$952	\$896
<b>1/2 PAGE</b>	6 (9.625")	7"	42	\$1,680	\$1,512	\$1,428	\$1,344
<b>2/3 PAGE</b>	4 (6.375")	13.75"	56	\$2,240	\$2,016	\$1,904	\$1,792
<b>3/4 PAGE</b>	5 (8")	12.5"	63.5	\$2,540	\$2,286	\$2,159	\$2,032
<b>5/6 PAGE</b>	5 (8")	13.75"	70	\$2,800	\$2,520	\$2,380	\$2,240
<b>FULL PAGE</b>	6 (9.625")	13.75"	84	\$3,360	\$3,024	\$2,856	\$2,688

\* Other copy configurations available.

**CIRCULATION:** 26 print editions per year, with each post online at [www.catholic-sf.org](http://www.catholic-sf.org).

**DEADLINE:** Space reservation: 14 days prior to publication.

Art deadline: 10 days prior to publication. (Note: \$50 assessment for the third copy revision or late copy.)

**FULL COLOR RATE:** \$150

**FRONT PAGE BANNER:** 4" across by 1.5" high: \$360 per run.

**GUARANTEED PLACEMENT:** Extra charge.

**CLASSIFIED:** \$25 per column inch; 2 x – \$20 per column inch; 3 x or more – \$15 per column inch.

**INSERTS:** From \$54 per 1,000. Call for details.

**NON-PROFIT RATE:** Discounts available for non-profits. Call for details.

## PROMOTION SCHEDULE 2018

**JAN 11** • Business Card • Funeral • Retreats • Seniors • Travel • Walk for Life

**JAN 25** • Catholic Schools Week • Funeral • Legal • Lunar New Year • Travel • Vocations

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**FEB 8** • Annual Appeal • Black History Month • Business Card • Filipino • Funeral • Health • Retreats • Travel

**FEB 22** • Funeral • Marriage / Family Life • Men & Women in Business • Seniors • Travel

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**MAR 8** • Business Card • Funeral • Retreats • Summer Schools • St. Patrick's Day • Travel

**MAR 15** • Disability Awareness • Easter Liturgies • Summer Schools • Travel

**MAR 29** • Child Protection • Home Improvement • Funeral • Seniors • Summer School • Travel

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**APR 12** • Business Card • Earth Day • Funeral • Retreats • Seniors • Summer School • Travel

**APR 26** • Financial • Health • Legal • Summer School • Travel

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**MAY 10** • Business Card • Filipino • Funeral • Men & Women in Business • Missionary Childhood Association  
• Retreats • Summer Schools • Travel

**MAY 24** • Memorial Day • Seniors • Summer Schools • Travel • Wedding

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**JUNE 7** • Business Card • Funeral • Retreats • Seniors • Summer Schools • Travel

**JUNE 21** • Financial • Funeral • Home Improvement • Legal • Made in America • Travel

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**JULY 12** • Business Card • Care for Creation • Funeral • Retreats • Seniors • Travel

**JULY 26** • Filipino • Funeral • Health and Wellness • Travel

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**AUG 9** • Back to School • Business Card • Financial • Funeral • Men & Women in Business • Retreats • Seniors • Travel

**AUG 23** • Back to School • Funeral • Home Improvement • Labor Guide • Priests Retirement • Travel

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**SEPT 13** • Business Card • Funeral • High School Tab • Priests' Retirement • Retreats • Seniors • Travel

**SEPT 27** • Columbus Day • Disaster Preparedness • Funeral • Legal • Respect Life • Travel • Wedding

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**OCT 11** • Business Card • Funeral • Respect Life • Retreats • Travel • Vocations • World Mission

**OCT 25** • Funeral and Grief Guide • Legal • Seniors • Travel

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**NOV 1** • Church Art & Environment • Business Card • Financial • Retreats • Travel • Veterans

**NOV 15** • Care for Creation • Funeral • Holiday • Home Improvement • Men & Women in Business • Seniors • Travel

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**DEC 6** • Business Card • Filipino • Funeral • Holiday • Retreats • Seniors • Travel

**DEC 13** • Christmas Liturgies • Funeral • Holiday • Travel

**DEC 20** • Financial/Taxes • Funeral • Health • Holiday • Travel

## INSERTS

- A.** Inserts which exceed the maximum weight will be billed the rate which corresponds to their actual weight. Maximum size 7" x 11". Return envelope inserts must have intelligent barcode. Talk to your printer or post office.
- B. PREPRINTED RESERVATIONS AND DELIVERY RESERVATIONS:** At least 21 working days prior to day of publication.  
**Copy of insert and weight of insert must be provided to Catholic San Francisco 21 days prior to insertion date.**
- C. RESPONSE ENVELOPES:** Must have intelligent bar codes on the front.
- D. DELIVERY:** All inserts must be received by Thursday (7 days prior to publication).  
**PREPRINTED INSERTS:** Minimum inserts by COUNTY ONLY.
- E. SEND ALL INSERTS TO:** Southwest Printing, 587 Charcot Ave., San Jose, CA 95131. Contact Kevin Campau – (408) 232-5168

## MECHANICAL SPECIFICATIONS

Black and white production use 85 line screen

<b>1 column</b>	1 1/2"	9 picas	<b>4 column</b>	6 3/8"	38p3
<b>2 column</b>	3 1/8"	18p9	<b>5 column</b>	8"	48p
<b>3 column</b>	4 3/4"	28p6	<b>6 column</b>	9 5/8"	57p9

## PRODUCTION CAPABILITIES

Macintosh & PC compatible. Supply disks, or CD-ROM.

**SUPPORTED:** InDesign CS6, Photoshop (to CS5.1), Adobe Illustrator (to CS5.1), PDF, tiff, EPS & jpeg files.  
 For word processing, use Mac-Word 2011 or PC-Word 2008.

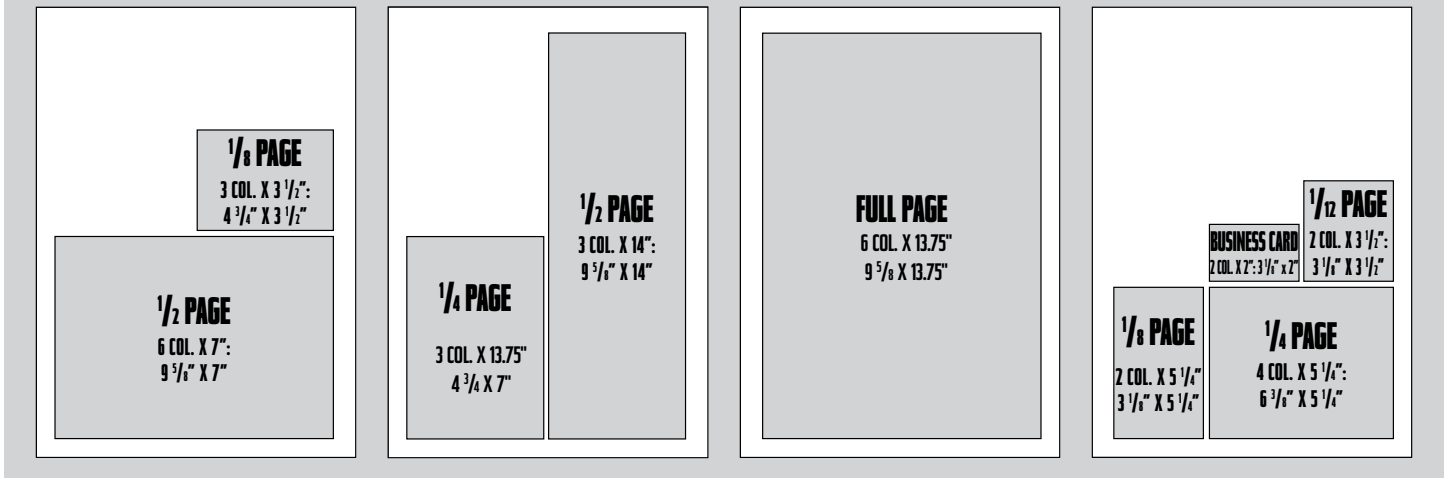
**EMAIL COPY TO:** [production@catholic-sf.org](mailto:production@catholic-sf.org)

### GUIDELINES FOR CREATING PDFS FOR SUBMISSION TO CSF:

- ➡ DO NOT CREATE PDFs WITH ACROBAT PDFs WRITER.  
 You will need to purchase the Full version of Adobe Acrobat, there is a difference. Make sure that you are using the correct JOB OPTIONS (You do not want to use Distillers default job options – ebook, press, print, screen. For information on creating proper Job Options for Catholic San Francisco please call advertising department for job options settings information.)
- ➡ Avoid building colors using pantone/pms/spot color. Typically the color will change when it rips into CMYK
- ➡ All colors should be CMYK and not RGB (or LAB).
- ➡ DON'T USE TRUE TYPE FONTS (TT).
- ➡ Make sure ALL fonts are embedded.
- ➡ Always flatten the PDF before sending it over.
- ➡ Black text should always be 100% black – don't use rich black, or 4 color black.
- ➡ Images should be 215% overall ink density or less. Anything above that is considered high.
- ➡ Less is more with ink- there is a 20-27% dot gain on press. Dot gain causes the images to be darker.
- ➡ Make sure your ad is the correct size.

We are not responsible for PDF file that we did not create ourselves. Due to time constraints or technical difficulties, we reserve the right to change/alter, substitute fonts or recreate your ad if it is not working correctly.

## Advertising Display Sample Sizes



### ADVERTISING POLICY

- A.** The publisher reserves the right to refuse, alter, edit or omit any advertising submitted for publication.
- B.** Catholic San Francisco assumes no obligation, responsibility or liability for subject matter in copy placed by advertisers or their agents. The advertiser agrees that all materials and copy furnished will comply with all State and Federal laws and regulations. It is also understood that the advertiser and agency placing such advertising jointly and separated agree to indemnify Catholic San Francisco against all expenses, loss damage incurred by reason of printing such copy.
- C.** Advertisements having the appearance of editorial material must have the word advertising printed above.
- D.** If there is an error for which Catholic San Francisco assumes responsibility, that responsibility shall be limited to republishing the advertisement or a suitable adjustment on the billing not to be exceeded the cost of the ad.
- E.** The publisher shall be under no liability for its failure for any cause, to publish or insert any advertising. These include acts of God or government, strikes, accidents or other circumstances beyond the control of Catholic San Francisco.
- F.** The Publisher reserves the right to amend the terms, conditions, rates, specified in a contract upon thirty days notice in writing and advertiser shall have the right to terminate the contract if it is not acceptable on the date of change.
- G.** All property rights to any advertisement produced by Catholic San Francisco are the property of Catholic San Francisco.
- H.** Approval of proof by an advertiser is final acceptance of that proof as correct in every way. Advertiser prepared copy and copy submitted too late to provide a proof are the sole responsibility of the advertiser and Catholic San Francisco assumes no liability for an error when an advertiser has not indicated changes on a proof.
- I.** Third proof changes, late ads and cancellations will be subject to a \$50 charge.
- J.** All mail order advertising must include a street address.
- K.** Any ad produced by our production department that does not appear in our publication will be charged \$50 minimum.
- L.** Guaranteed placement available. \$25 charge for insertions up to 41 column inches. \$50 for insertions 42 column inches and above.

### SPECIAL SERVICES

- A.** Copy and proofs will be provided for copy that has been submitted by deadline. All copy received after deadline will be run at advertiser's risk. See Advertising Policy.
- B.** Tear sheets will be provided as proof of publication to each advertiser upon request. All requests must be received the week of publication to insure availability.

### TERMS AND CONDITIONS

- A.** All advertising is subject to approval by our credit department. Catholic San Francisco reserves the right to request payment in advance.
- B.** All accounts are due and payable on or before 10th of month following date of service. Past due accounts subject to 1.5% per month service charge.
- C.** Commission of 15% to recognized agencies.
- D.** Minimum display size is 4 column inches

### COPY AND CONTRACT REGULATIONS

- A. CONTRACTS:** Use of space named in a contract does not permit cancellation.
- B. CONTRACT SPACE:** Must be within 12 months. Contract rates are available only through contract executed and accepted within a specific period as authorized by the director of sales. Contracts not completed will be short rated.
- C. REJECTION COPY:** Catholic San Francisco reserves the right to without notice to edit or reject advertisements deemed objectionable, illegal, of poor reproduction quality, or because of any condition beyond its control, and to label copy "paid advertisement." We do not accept political candidate ads.