

NATIONAL CATHOLIC REGISTER

ADVERTISING MEDIA KIT

"The most complete of the national Catholic newspapers."

The Catholic Press Association

"The National Catholic Register has been an excellent avenue for us to promote our Natural Family Planning Classes and our Home Study Course. Further, it has helped us successfully publicize our Priest's Seminars that take place in Cincinnati. Priests and lay people have told me they read it from cover to cover. Thank you for the tremendous news and life issues from a Catholic perspective that keep readers informed."

John Du Mont — Couple to Couple League

"I knew I would be advertising with Circle Media, Inc. from my first phone call... their expertise, professionalism, and genuineness were immediately apparent. They didn't just want my advertising dollars, they sincerely wanted their readers to experience "AMDG- prayer in song" and they knew the way to do it. After three weeks of running I had received orders from fourteen different states. It is true, that advertising is expensive. Shop around, and you'll find Circle Media to not only be competitive, but for national publications, to beat others' pricing substantially."

Joseph Moorman — AMDG- Prayer in Song



Demographic Information

The weekly Catholic newspaper that enriches the spiritual growth of its readers by providing insight on confusing issues, by clarifying half-truths reported in the secular news, and by connecting readers with the faithful around the world.

Readership Demographics

AGE

Under 25	0.8%
25-34	6.9%
35-44	17.4%
45-54	19%
55-64	17.8%
65-74	22%
75 or over	16.1%
Average	56.5
Median	58.3

HOUSEHOLD INCOME (GROSS)

Under \$20,000	10.7%
\$25,000-\$34,999	14.7%
\$35,000-\$49,999	15.2%
\$50,000-\$74,999	19%
\$75,000-\$99,999	15.2%
\$100,000-\$149,999	10.4%
\$150,000 or over	7.3%
Average	\$63,700
Median	\$52,500

GENDER

Male	53.4%
Female	46.6%

MARITAL STATUS

Married	64.2%
Single	20%
Widowed	9.8%
Divorced	6%

EDUCATION

Completed High School	12.2%
Some College	18.2%
Graduated College	67.3%
Graduate Degree	31.3%
Some Graduate School	8.9%

VOTING

Regularly	93.8%
Sometimes	5.4%
Never	0.8%

INVESTMENTS INFLUENCED BY CATHOLIC PRINCIPLES

Yes	62.8%
No	19.3%



A weekly newspaper written for active Catholics in order to help them understand and apply the teachings of the Catholic Church, and so advance the culture of life and build up the Kingdom of Christ in society.

2007 Editorial Calendar

Issue	Theme	Space Deadline	Material Due
January 7, 2007	National Vocations Awareness Week / Higher Education	12/12/06	12/15/06
January 14, 2007	Register Recommends Top Book & Blog Picks / Charities	12/19/06	12/22/06
January 21, 2007	Pro-Life / Roe vs. Wade	1/2/07	1/5/07
January 28, 2007	National Catholic Schools Week / Event Planner	1/9/07	1/12/07
February 4, 2007	Family Life / Investments	1/16/07	1/19/07
February 11, 2007	St. Valentine's Issue Featuring Internet Dating	1/23/07	1/26/07
February 18, 2007	National Catholic College Week / Lenten Reading	1/30/07	2/2/07
February 25, 2007	Event Planner / Tour Guide / Spiritual Tours	2/6/07	2/9/07
March 4, 2007	Winter Reading & Sacramental Gifts	2/13/07	2/16/07
March 11, 2007	Marriage & Family / Investments / Collegiate Missions	2/20/07	2/23/07
March 18, 2007	Religious Life & Ministries	2/27/07	3/2/07
March 25, 2007	Event Planner / Spring Travel & Entertainment	3/6/07	3/9/07
April 1, 2007	The Passion of Christ / Charities and Foundations	3/13/07	3/16/07
April 8, 2007	Easter Sunday / Register Recommends Top Book Picks	3/20/07	3/23/07
April 15, 2007	Life After Graduation / Divine Mercy Sunday	3/27/07	3/30/07
April 22, 2007	Retreats & Shrines	4/3/07	4/6/07
April 29, 2007	World Day of Prayer for Vocations / Event Planner	4/10/07	4/13/07
May 6, 2007	Marian Shrines & Gifts	4/17/07	4/20/07
May 13, 2007	Mother's Day / Pro-Life	4/24/07	4/27/07
May 20, 2007	Summer Vacation / Summer Concerts and Music	5/1/07	5/4/07
May 27, 2007	Pentecost / Catholic Education & Catechism	5/8/07	5/11/07
June 3, 2007	Summer Reading / Vatican History	5/15/07	5/18/07
June 10, 2007	Vocational Discernment / Religious Gifts	5/22/07	5/25/07
June 17, 2007	Father's Day / Pro-Life	5/29/07	6/1/07
June 24, 2007	Summer Missions	6/5/07	6/8/07
July 1, 2007	American Politics and Historical Reading	6/12/07	6/15/07
July 8, 2007	Pilgrimages & Retreats	6/19/07	6/22/07
July 15, 2007	Register Recommends: Books & Blogs / Vocations	6/26/07	6/29/07
July 22, 2007	Products and Services for Children	7/3/07	7/6/07
August 5, 2007	Back to School / Homeschooling / Catechism	7/17/07	7/20/07
August 12, 2007	Catholic Healthcare / Autumn Travel	7/24/07	7/27/07
August 19, 2007	Vocational Discernment / Ministries	7/31/07	8/3/07
August 26, 2007	Fall Reading	8/7/07	8/10/07
September 2, 2007	Charities and Foundations	8/14/07	8/17/07
September 9, 2007	Vocational Discernment	8/21/07	8/24/07
September 16, 2007	Internet Dating	8/28/07	8/31/07
September 23, 2007	Annual Collegiate Guide	9/4/07	9/7/07
September 30, 2007	Event Calendar / Seminars & Conferences	9/11/07	9/14/07
October 7, 2007	Respect Life Sunday	9/18/07	9/21/07
October 14, 2007	Vocation Awareness Sunday	9/25/07	9/28/07
October 21, 2007	Register Recommends / World Mission Sunday	10/2/07	10/5/07
October 28, 2007	All Saints Day / Life After Graduation	10/9/07	10/12/07
November 4, 2007	The National Catholic Register Celebrates 80 Years!	10/16/07	10/19/07
November 11, 2007	11th Annual Christmas Guide	10/23/07	10/26/07
November 18, 2007	Christmas Books / Music / Videos	10/30/07	11/2/07
November 25, 2007	Advent Guide — Series 1 of 4 & Family & Kids' Products	11/6/07	11/9/07
December 2, 2007	Last Minute Christmas Gifts, Advent Reading & Rosary	11/13/07	11/16/07
December 9, 2007	Catholic Colleges & Universities	11/20/07	11/23/07
December 16, 2007	Christmas / Charities & Foundations	11/27/07	11/30/07
December 23, 2007	Religious Life & Ministries	12/4/07	12/7/07

*Deadlines

The Space Reservation deadline is 19 days prior to issue date. The Ad Materials deadline is 16 days prior to issue date (except in the case of holidays).

National Catholic Register readers are Catholic opinion leaders who live their faith and encourage others to do the same. Mature, affluent, and especially well educated, they are an extremely responsive, involved and socially conscious audience who have time for entertainment, travel and intellectual and spiritual pursuits.



COLUMN SIZE	DIMENSIONS
1c x 1	2" x 1"
1c x 1.5	2" x 1.5"
1c x 2	2" x 2"
1c x 3	2" x 3"
1c x 3.5	2" x 3.5"
1c x 5.25	2" x 5.25"
1c x 7	2" x 7"
1c x 10.5	2" x 10.5"
2c x 1	4 1/8" x 1"
2c x 1.5	4 1/8" x 1.5"
2c x 2	4 1/8" x 2"
2c x 3	4 1/8" x 3"
2c x 3.5	4 1/8" x 3.5"
2c x 5.25	4 1/8" x 5.25"
2c x 7	4 1/8" x 7"
2c x 10.5	4 1/8" x 10.5"
2c x 13	4 1/8" x 13"
2c x 14	4 1/8" x 14"
2c x 15.75	4 1/8" x 15.75"
2c x 21	4 1/8" x 21"

3c x 5.25	6 1/4" x 5.25"
3c x 7	6 1/4" x 7"
3c x 10.5	6 1/4" x 10.5"
3c x 13	6 1/4" x 13"
3c x 14	6 1/4" x 14"
3c x 15.75	6 1/4" x 15.75"
3c x 21	6 1/4" x 21"
4c x 5.25	8 3/8" x 5.25"
4c x 7	8 3/8" x 7"
4c x 10.5	8 3/8" x 10.5"
4c x 13	8 3/8" x 13"
4c x 14	8 3/8" x 14"
4c x 15.75	8 3/8" x 15.75"
4c x 21	8 3/8" x 21"

6c x 7	12 5/8" x 7"
6c x 10.5	12 5/8" x 10.5"
6c x 14	12 5/8" x 14"
6c x 21	12 5/8" x 21"

Ad Info & Sizes

Commissions/Discounts

Multiple page discounts quoted on request. The 50-time rate is automatically earned by religious communities advertising for the sole purpose of attracting readers to religious life. No commission paid except on National Rate card. No cash discounts.

Pre-printed Inserts

Pre-printed insert cost is \$70 per thousand plus additional set-up and postage if applicable.

Schedule/Deadlines

Issue Dates: Sundays, except July 29th and Dec. 30th.
 Reservations: 19 days prior to issue date.
 Materials: 16 days prior to issue date.

Ad Size Specifications

1 column.....	2"
2 columns.....	4 1/8"
3 columns.....	6 1/4"
4 columns.....	8 3/8"
6 columns.....	12 5/8"

Design Considerations

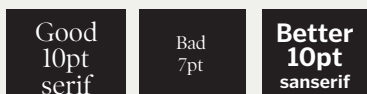
Scan Line Art at 1200 dpi.



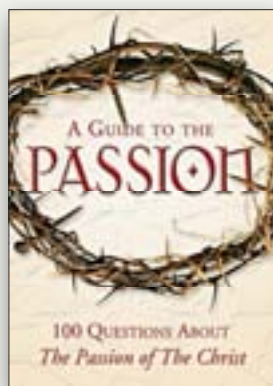
SCANNED
AT 1200 DPI

SCANNED
AT 300 DPI

If using reverse type, use a font 10pts or larger.



Always use the highest contrast possible.



Give plenty of size to images that contain detail.



Bitmap images should be at least 266 dpi.



Print Specs

Broadsheet Publication Size

Image area 12.75 x 21.25

Page size 13.5 x 22.75

Scanning Resolutions

Black & White halftones: 200 dpi @ 100%

Color halftones: 266 dpi @ 100%

Line art: 1200 dpi @ 100%

Note: Dot gain on press is 25%

Color

All colors must be CMYK

Acceptable Digital Formats

Recommended: PDF

PDF Files

The Portable Document File (pdf) is the industry's standard format for transferring high resolution files for print. QuarkXpress, Indesign, Adobe Illustrator, PhotoShop, and Macromedia Freehand all have the ability to create pdf files. We offer technical information on how to create pdf files. All ads should be inspected for font integrity, color separation and resolution of included graphics before sending them via e-mail or disc.

Sending Artwork Via E-mail

Please notify the Advertising Department before e-mailing your ad.

E-mail ads to:

advertising@circlemedia.com

Advertising Policy

Since its founding in 1927, the *National Catholic Register* has established a reputation for loyalty to the Holy Father and to the Magisterium of the Catholic Church. Because of this dedication to the Catholic faith, our readers have come to depend on the credibility of the editorial content. The *National Catholic Register* encourages its advertisers to maintain and preserve this integrity.

Therefore, the *National Catholic Register* expects its advertisers not to present ads that contain any of the following:

- Anything that is not in keeping with defined Catholic teaching.
- Anything that directly or indirectly questions, creates doubt, degrades or attacks Church officials or Church teachings.
- Anything deemed distasteful, offensive, or unsuitable for family reading.
- Anything that can be construed as deliberately or subliminally degrading, demeaning or immoral.
- Anything promoting the use or sale of tobacco or alcohol-related products.
- Anything that deceives readers regarding the practical value, price, quality or substance of the product or service advertised.
- Anything that is overly explicit, or of a fraudulent, misleading or discriminatory nature.

The integrity of the publication

requires that the publisher take responsibility for the advertising content. Therefore the *National Catholic Register* will sometimes require a sample of the product being advertised, and may ask the producer, seller, or advertising agency to substantiate any claims made.

The *National Catholic Register* reserves the right to investigate any complaints from readers regarding advertising within our pages. If the complaints are proved valid, and fair marketing practices are not being exercised, further advertising from the individual, company or advertising agency may be rejected. Mail order advertisers should deliver goods within four to six weeks after acceptance of order.

The *National Catholic Register* will not be held liable for failure to publish any advertisements for any reason, nor for claims of libel, unfair trade practices, infringement of trademarks, patents or copyrights.

The *National Catholic Register* reserves the right to insert the word "advertisement" above or below the text. Except for furnished film, all materials submitted for publication become the sole and absolute property of Circle Media, Inc.

The *National Catholic Register* reserves the right to classify, correct or reject any advertisement for any purpose, at any time, without liability even though previously acknowledged or accepted. Only actual publication of an

advertisement constitutes its acceptance, but does not constitute any agreement for continued publication in any form.

The *National Catholic Register* looks forward to working with our advertisers to ensure that they will benefit from our readers' trust.

Editorial Position

The *National Catholic Register* is equipping active Catholics to build up the Kingdom of Christ in our society, promote the Culture of Life, and transform the civilization into one of justice and love.

With a balanced and reasoned approach to news coverage, analyses, and op/ed columns, the Register unlocks the life of the Church, the culture, and the world. By dynamically mediating Church teaching and tradition, the paper gives readers a distinct advantage: They become informed participants in the realms of politics, media, business, the arts, education, health, bioethics, etc.

The *National Catholic Register's* impact is further enhanced by its practical aids for Catholics in the Culture of Life, the Education Page, Travel, History and Saints, and Arts & Entertainment.

The *National Catholic Register* — formation/information for today's active Catholics.

CIRCLE
MEDIA



Advertising Design or Alterations

Circle Media Inc. offers design services. For an estimate please call **(203) 230-3821**. All finished materials, i.e. text, artwork, photos and fonts, must be submitted by the reservation date. A mock-up of the desired ad layout is also required. Photos, transparencies and 35 mm slides accepted for scanning into black and white and color ads. Ad will be e-mailed or faxed upon completion for approval. Any further changes will incur additional charges of \$75 per hour.

Creative Services

Production Fees

- Production of any ad is charged at the rate of \$75 per hour with a one hour minimum.
- Photo retouching is an additional charge of \$75 per hour.
- Scanning charge: \$10/scan.
- Duplication of digital ads on disc: \$75 per ad.
- Laser prints: \$25 per ad.

Call: 203-230-3821

Spot to process Color

NAA-COLOR™, VOLUME 8 SPOT TINT CHART



The colors on this chart are identified by a four digit number. This number codes the combinations of screen tint percentage used to produce the observed color. The first digit specifies the amount of cyan. The second digit represents the amount of magenta. The amount of yellow is represented by the third digit while the black ink content is specified by the fourth digit. Research shows that colors developed from less than ten-percent intervals are not distinctively different when reproduced under normal newspaper production conditions.

How this system works:

- | | | |
|---------------------|----------------|-----------------|
| 0 = No color | 4 = 40% | 8 = 80% |
| 1 = 10% | 5 = 50% | 9 = 90% |
| 2 = 20% | 6 = 60% | A = 100% |
| 3 = 30% | 7 = 70% | |



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