

ADVERTISING RATE CARD

EFFECTIVE January 1, 2006



The Catholic Key

Diocese of Kansas City-St. Joseph

The Catholic Key continues the tradition of area Catholic newspapers served by the present diocese since 1889. The paid, direct mailed circulation is 24,700, addressing a readership market of people who directly influence purchasing decisions and events in their work places, homes and spiritual and social communities.

The diocese covers 27 counties and 99 parishes.



The Catholic Key

300 East 36th Street

P. O. Box 419037

Kansas City, Missouri 64141-6037

Phone: (816) 756-1850

Fax: (816) 753-6205

Display Advertising Email: prevost@diocesekcsj.org
Classified Advertising Email: ladd@diocesekcsj.org

2006

ADVERTISING DATES AND DEADLINES

for THE CATHOLIC KEY

ISSUE DATE	DISPLAY AD DEADLINE
January 6th (Vocation Awareness)	3 p.m. Thursday, December 29
January 13th	3 p.m. Thursday, January 5
January 20th	3 p.m. Thursday, January 12
January 27th (Catholic Schools Week)	3 p.m. Thursday, January 19
February 3rd	3 p.m. Thursday, January 26
February 10th	3 p.m. Thursday, February 2
February 17th	3 p.m. Thursday, February 9
February 24th (Marriage Special)	3 p.m. Thursday, February 16
March 3rd	3 p.m. Thursday, February 23
March 10th	3 p.m. Thursday, March 2
March 17th	3 p.m. Thursday, March 9
March 24th (Senior Life)	3 p.m. Thursday, March 16
March 31	3 p.m. Thursday, March 23
April 7th (Key Youth)	3 p.m. Thursday, March 30
April 14th	3 p.m. Thursday, April 6
April 21st (Easter Issue)	3 p.m. Thursday, April 13
April 28th	3 p.m. Thursday, April 20
May 5th (Key Youth)	3 p.m. Thursday, April 27
May 12th	3 p.m. Thursday, May 4
May 19th	3 p.m. Thursday, May 11
May 26th (2006 High School Grads)	3 p.m. Thursday, May 18
June 9th	3 p.m. Thursday, June 1
June 23rd	3 p.m. Thursday, June 15
July 7th	3 p.m. Thursday, June 29
July 21st	3 p.m. Thursday, July 13
August 4th (Back to School Issue)	3 p.m. Thursday, July 27
August 18th	3 p.m. Thursday, August 10
September 1st	3 p.m. Thursday, August 24
September 8th	3 p.m. Thursday, August 31
September 15th	3 p.m. Thursday, September 7
September 22nd	3 p.m. Thursday, September 14
September 29th	3 p.m. Thursday, September 21
October 6th	3 p.m. Thursday, September 28
October 13th	3 p.m. Thursday, October 5
October 20th (Key Youth)	3 p.m. Thursday, October 12
October 27th	3 p.m. Thursday, October 19
November 3rd (Senior Life)	3 p.m. Thursday, October 26
November 10th	3 p.m. Thursday, November 2
November 17th (Bishop's Report)	3 p.m. Thursday, November 9
November 24th	3 p.m. Thursday, November 16
December 1st (Holiday Song Book)	3 p.m. Friday, November 24
December 8th (Key Youth)	3 p.m. Thursday, November 30
December 15th	3 p.m. Thursday, December 7
December 22nd (Christmas Issue)	3 p.m. Thursday, December 14

The Catholic Key • 300 E. 36th Street • Kansas City, MO 64111
(816) 756-1850 • Fax (816) 753-6205

2006 DISPLAY ADVERTISING RATES

OPEN	6x	13x	26x	44x
\$17.00	\$15.00	\$14.50	\$13.50	\$12.50

COLOR CHARGES: \$ 90.00 Spot (one color)
\$135.00 Full Color

PREPRINTED INSERTS: \$55.00 per thousand. Because of the direct mail to subscribers, additional weight charges may occur.

OVER RUNS: \$85 per thousand

MECHANICAL REQUIREMENTS: 5-Column Format

1 col. 11.5 picas/ 1 7/8"

2 col. 24 picas/ 4"

3 col. 36.5 picas/ 6"

4 col. 49 picas/ 8 1/8"

5 col. 61.5 picas/ 10 1/4"

These are image area dimensions.

We do not accept BLEEDS ON FULL-PAGE ADS.

PRODUCTION SERVICES: Creative Service \$25/per hour
Reproductions \$25/per copy

PRODUCTION REQUIREMENTS:

The Catholic Key accepts E-ready ads in the form of a PDF files with fonts embedded. EPS, TIFF or JPEG files are also acceptable. We cannot accept hard copies of ads. Color ads need to be 200 dpi and CMYK, not RGB. We can design a single ad for use in our publication at no charge. Design for ads that are larger than one page, special projects and duplication of layout/design for other publications or for your company's use are subject to a production charge.

2006 CLASSIFIED RATES

CLASSIFIED DISPLAY AD RATES

1x (open)	12x (monthly)	22x (every other week)	44x (weekly)	cost per column inch
\$15.00	\$14.50	\$13.50	\$12.50	

Classified pages are 6 columns per page, 9.5 picas/ 1 5/8" per column width

STANDARD CLASSIFIED ADVERTISING RATES

\$13.30 for 25 words or less; 20 cents for each additional word.

\$13.00 for 25 words or less; 20 cents for each additional word if run monthly or every other week.

\$12.50 for 25 words or less; 20 cents for each additional word if run weekly.

**The deadline for Classified Advertising
is Monday by 3p.m.
Call Linda Ladd
(816) 756-1850, ext 218**

KEY POLICY AND BILLING INFORMATION

Ad space will be billed at the agreed contract level unless cancellation is received before the deadline date has passed.

The Catholic Key does NOT ACCEPT political advertising, adult entertainment, advertising with 900 numbers, alcoholic beverages (except beer and wine), or tobacco.

The publisher reserves the right to reject in whole or part ANY advertising, at any time.

Problems with ads must be discussed with the advertising director within 30 days of the ad's publication. The amount of credit issued will be based upon the part of the ad affected by the error. In some cases the ad can be rerun correctly or a 100% credit issued. The Catholic Key cannot credit the advertiser more than the price of the ad.

The Catholic Key will be held harmless for any claims in advertisers ads pertaining to logo or trademark infringement or price claims or comparisons.

Ad payment is due within 30 days of ad billing. Ads are billed weekly. Special arrangements can be made prior to ad placement for monthly billing.
