



# Dakota Catholic Action

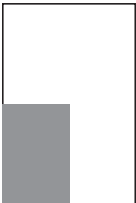
Reporting on Catholic action in western ND since 1941

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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 <sup>per ad</sup> Quarter: \$350 <sup>per ad</sup> Eighth: \$250 <sup>per ad</sup>

**Package B:** 6-10 times per year (black and white)\*  
Half: \$600 <sup>per ad</sup> Quarter: \$375 <sup>per ad</sup> Eighth: \$265 <sup>per ad</sup>

**Package C:** 1-5 times per year (black and white)\*  
Half: \$650 <sup>per ad</sup> Quarter: \$400 <sup>per ad</sup> Eighth: \$275 <sup>per ad</sup>

\*Add \$300 for full color

### 2018 Advertising Submission Deadlines

Issue:	Ad deadline:	Issue:	Ad deadline:
January DCA.....	Dec. 4	July.....	No Issue
February DCA.....	Jan. 15	August DCA .....	July 9
March DCA .....	Feb. 12	September DCA .....	Aug. 13
April DCA.....	Mar. 12	October DCA.....	Sep. 10
May DCA.....	Apr. 9	November DCA.....	Oct. 15
June DCA.....	May 14	December DCA .....	Nov. 12

## 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.*