

The Valley Catholic Advertising Media Kit



1150 N First Street, Suite 100, San Jose, CA 95112-4966

www.dsj.org/news-events/the-valley-catholic E-mail: valleycatholic@dsj.org

(408) 983-0260 FAX (408) 983-0268

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Rates and Terms - Effective July 1, 2009

TERMS

In the absence of a contract, all advertising will be billed at **OPEN RATE (\$26.50 pci)**.

- A. Bulk Lineage Discounts - Contract is required. Contracts run for a minimum of three insertions during one fiscal year, starting any date.
- B. Frequency Discounts - Contract is required. Space must be used within period designated in contract.
- C. Contracts not fulfilled will be rebilled at higher rate. Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with our policies.
- D. *The Valley Catholic* reserves the right to revise its advertising rates at any time. Contracts are accepted subject to rules and regulations covered by *The Valley Catholic* Ad Packet.
- E. Five (5) percent discount available on PAYMENT WITH COPY only.
- F. ADVERTISING AGENCIES - 15% discount to those using the open rate only. No commission on any other rate. Terms: 30 days.

RESPONSIBILITY and LIABILITY

The Valley Catholic reserves the right to reject any advertising we feel is not in keeping with our publication standards. *The Valley Catholic* assumes absolutely no obligation, responsibility or liability for subject matter contained 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 the agency placing such advertising jointly and separately agree to indemnify *The Valley Catholic* against all expense, loss or damage incurred or sustained by reason of printing such copy. *The Valley Catholic* will not be responsible for artwork and/or printing material left at its offices over ten days.

ISSUANCE and CLOSING DATES

- A. Published monthly except July.
- B. Delivered by U.S. Mail—Periodical Publications Rate on Friday following publication.
- C. Deadline: Last Friday of the month prior to publication.

CONTRACT and COPY REGULATIONS

- A. All display and card advertising will be submitted camera ready. Graphic consultation and copy preparation will be charged at \$35 per hour (minimum fee \$35).
- B. All advertising copy subject to approval of the Executive Editor and/or Managers.
- C. Political advertising is not accepted. Alcoholic beverage and tobacco advertising are not accepted.
- D. The word "Advertisement" will be used with copy, which, in the opinion of *The Valley Catholic*, resembles editorial matter.

ADVERTISING RATES

The VALLEY CATHOLIC Newspaper – Diocese of San Jose

Frequency	Current Rates
One time	\$ 26.50 per column inch
BULK RATES	
3 times	\$ 26.00 per column inch
6 times	\$ 25.50 per column inch
11 times (1 year).....	\$ 25.00 per column inch
BUSINESS DIRECTORY RATE (2 3/8" X 15/16")	
One time	\$ 50.00
3 times	\$100.00 (\$33.33 per issue)
11 times	\$ 330.00 (\$30.00 per issue)
PRE-PRINTED INSERTS (per thousand)	\$ 35.00
CLASSIFIED ADS	\$ 25.00 first 5 lines
AD SET-UP COST	\$ 30.00 per hour
ONE COLOR ADDED	\$ 50.00
FOUR COLOR ADDED	\$ 100.00

MECHANICAL SPECIFICATIONS

Graphic consultations, typesetting and layout services are available at the rate of \$35 per hour (minimum fee \$35). Advertising layouts and copy prepared by paid employees of *The Valley Catholic* are the property of *The Valley Catholic* and cannot be reproduced in other media without expressed consent.

1 Col. = 11 Picas (1 13/16") 2 Col. = 23 1/2 Picas (3 7/8") 3 Col. = 36 Picas (6")
4 Col. = 48 1/2 Picas (8") 5 Col. = 61 Picas (10 1/8") Page Depth = 12 1/4"

SCREEN and HALF TONES: Offset 100-line screen, half tones, and line drawings.

ALL COLOR IMAGES MUST BE IN CMYK MODE. Be sure to include copies of all EPS, TIFF and PDF files that are placed in your ad on your disk, or email.

ELECTRONIC FILES: PDF, EPS format or Adobe Illustrator, PhotoShop or PageMaker: include ALL fonts, email (Stuff-It compression) or package in Zip disk storage.

The VALLEY CATHOLIC Print Schedule 2009 – 2012

The Valley Catholic is NOT published during July

DEADLINE DATE & TIME	PRINT DATE	VOL #
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Jul 31, 2009 Friday noon.....	Aug 18, 2009..... Tuesday	Vol 27 #9
Aug 28, 2009 Friday noon.....	Sep 15, 2009..... Tuesday	Vol 27 #10
Sep 25, 2009 Friday noon.....	Oct 20, 2009..... Tuesday	Vol 27 #11
Oct 30, 2009 Friday noon.....	Nov 17, 2009..... Tuesday	Vol 28 #1
Nov 25, 2009 Wednesday noon.....	Dec 22, 2009..... Tuesday	Vol 28 #2
Dec 23, 2009 Wednesday noon.....	Jan 19, 2010 Tuesday	Vol 28 #3
Jan 29, 2010 Friday noon.....	Feb 16, 2010 Tuesday	Vol 28 #4
Feb 26, 2010 Friday noon.....	Mar 16, 2010 Tuesday	Vol 28 #5
Mar 26, 2010 Friday noon.....	Apr 20, 2010..... Tuesday	Vol 28 #6
Apr 30, 2010 Friday noon.....	May 18, 2010 Tuesday	Vol 28 #7
May 28, 2010 Friday noon.....	Jun 22, 2010 Tuesday	Vol 28 #8
Jul 30, 2010 Friday noon.....	Aug 17, 2010..... Tuesday	Vol 28 #9
Aug 27, 2010 Friday noon.....	Sep 14, 2010..... Tuesday	Vol 28 #10
Sep 24, 2010 Friday noon.....	Oct 19, 2010..... Tuesday	Vol 28 #11
Oct 29, 2010 Friday noon.....	Nov 16, 2010..... Tuesday	Vol 29 #1
Nov 24, 2010 Wednesday noon.....	Dec 21, 2010..... Tuesday	Vol 29 #2
Dec 31, 2010 Friday noon.....	Jan 18, 2011 Tuesday	Vol 29 #3
Jan 28, 2011 Friday noon.....	Feb 15, 2011 Tuesday	Vol 29 #4
Feb 25, 2011 Friday noon.....	Mar 15, 2011 Tuesday	Vol 29 #5
Mar 25, 2011 Friday noon.....	Apr 19, 2011..... Tuesday	Vol 29 #6
Apr 29, 2011 Friday noon.....	May 17, 2011 Tuesday	Vol 29 #7
May 27, 2011 Friday noon.....	Jun 21, 2011 Tuesday	Vol 29 #8
Jul 29, 2011 Friday noon.....	Aug 16, 2011..... Tuesday	Vol 29 #9
Aug 26, 2011 Friday noon.....	Sep 13, 2011..... Tuesday	Vol 29 #10
Sep 30, 2011 Friday noon.....	Oct 18, 2011..... Tuesday	Vol 29 #11
Oct 28, 2011 Friday noon.....	Nov 15, 2011..... Tuesday	Vol 30 #1
Nov 23, 2011 Wednesday noon.....	Dec 20, 2011..... Tuesday	Vol 30 #2
Dec 30, 2011 Friday noon.....	Jan 17, 2012 Tuesday	Vol 30 #3
Jan 27, 2012 Friday noon.....	Feb 14, 2012..... Tuesday	Vol 30 #4
Feb 24, 2012 Friday noon.....	Mar 13, 2012..... Tuesday	Vol 30 #5
Mar 30, 2012 Friday noon.....	Apr 17, 2012..... Tuesday	Vol 30 #6
Apr 27, 2012 Friday noon.....	May 15, 2012 Tuesday	Vol 30 #7
May 25, 2012 Friday noon.....	Jun 19, 2012 Tuesday	Vol 30 #8
Jul 27, 2012 Friday noon.....	Aug 21, 2012..... Tuesday	Vol 30 #9
Aug 31, 2012 Friday noon.....	Sep 18, 2012..... Tuesday	Vol 30 #10
Sep 28, 2012 Friday noon.....	Oct 16, 2012..... Tuesday	Vol 30 #11
Oct 26, 2012 Friday noon.....	Nov 13, 2012..... Tuesday	Vol 31 #1
Nov 28, 2012 Wednesday noon.....	Dec 18, 2012..... Tuesday	Vol 31 #2

Advertising Insertion Order and Agreement

The VALLEY CATHOLIC Newspaper – Diocese of San Jose

Advertiser/Authorized Contact

Date

Name of Business, Organization or Agency

Address

VC Sales Representative

City, State, Zip Code

___ Renewal ___ New Acct.

()
Telephone Number

()
Fax Number

E-mail address

Has agreed to run _____ advertisement(s) in *The Valley Catholic*.

Start-issue-date _____ End-issue-date _____

Position Requested/Section desired _____

Right or left page, special section i.e. news, school, vocation, community etc.

- Display Ad Size _____ at the rate of \$ _____ or \$ _____ per insertion.
Cols. wide by inches tall *per col. inch*
- Business Directory Ad at the rate of \$ _____ per insertion.
- Pre-Paid Amount \$ _____ (5% discount) when paid prior to publication.

_____ has the right to change the copy and art work for the ad, to change the size, and to decide in which months the ads will run. If a frequency discount has been earned, changes must be received by the Publisher by deadlines or current ad will be repeated. The undersigned certifies that he/she is authorized to sign this contract for advertising in *The Valley Catholic Newspaper*.

X _____
Advertiser/Authorized Signature

_____ Date

COMPOSITION CHARGES

Color Premium

Black + 1 color \$50; Black + 3 colors \$100 (CMYK 4-Color)

PRESS READY ARTWORK

Email or save digital media to disk and send complete artwork using Adobe Acrobat PDF or Adobe Illustrator EPS to valleycatholic@dsj.org or mail to 1150 North First Street, Suite 100, San Jose CA 95112-4966.

The Valley Catholic Advertising Policy (page two) is an integral part of this Agreement.

ADVERTISING POLICY

The VALLEY CATHOLIC Newspaper Diocese Of San Jose

The Valley Catholic accepts insertion orders for Display Advertising, Business Directory Advertising, Classified Advertising and Preprinted Inserts.

In the absence of a contract, all advertising will be billed at the OPEN RATE (see *The Valley Catholic* Ad Packet). Frequency discounts and Cash with Copy discounts are available. Advertising agencies will be afforded a 15% discount when using the open rate only. No commission to agencies is available on any other rate. Terms: 30 days. Contracts run during each fiscal year (July 1 to June 30), starting any date within that period.

All display and business directory advertising will be submitted camera ready. Graphic consultation, typesetting and layout services are available at the rate of \$35 per hour.

Political, alcohol and tobacco advertising are not accepted. The word "Advertisement" will be used with copy, which, in the opinion of *The Valley Catholic*, resembles editorial matter.

Terms: 30 days net. *The Valley Catholic* will levy a charge of 1.5% monthly, 18% annually, on balances unpaid over 30 days.

Accounts receiving specified contract rates, but not paid prior to the last day of the month following the month of publication, will have their contract rendered void. These accounts will be billed for all advertising space used. Otherwise, advertising space used (and unpaid by the last day of the month following the month of publication) will be billed at *The Valley Catholic's* one-time rate.

The Valley Catholic shall be under no liability whatsoever by reason of any error, for which *The Valley Catholic* may be responsible, in any advertising beyond the cost of the space actually occupied by the advertisement.

The Valley Catholic shall be under no liability for their failure for any cause to insert an advertisement.

If *The Valley Catholic* is unable to publish any edition or editions of *The Valley Catholic* because of orders, restrictions or prohibition of the United States Government or any Agency thereof, newsprint unavailability, strike, war, or natural disaster, *The Valley Catholic* shall not be liable in any manner except to refund any prepayments received from the Advertiser.

The Valley Catholic reserves the right to reject any advertising it feels is not in keeping with our publication standards. *The Valley Catholic* assumes absolutely no obligation, responsibility or liability for subject matter contained in copy placed by its 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 the Agency placing such advertising jointly and separately agree to indemnify *The Valley Catholic* against all expense, loss or damage incurred or sustained by reason of printing such copy.

The Valley Catholic will not be responsible for art work and/or printing material left at its offices over ten days. Advertising layouts and copy prepared by paid employees of *The Valley Catholic* are the property of *The Valley Catholic* and cannot be reproduced in other media without express consent.

Insertion orders containing incorrect rates or conditions will be inserted and charged at the appropriate schedule of rates and conditions in force at the time or in the Advertising Contract. Such errors will be considered clerical only.

The Valley Catholic Ad Packet is an integral part of this Advertising Policy.

I acknowledge that I have received a copy of this Advertising Policy.

Advertiser/Agent: _____

Name of Business or Agency: _____

Address: _____

City: _____ State _____ Zip _____

X

Signed (Agency Representative or Advertiser)

Date

<p>12.25 inches</p> <p>12 inches</p> <p>11 inches</p>					<p>FULL</p> <p>\$1,623.13</p> <p>5 columns x 12 1/4 inches</p>
<p>10 inches</p> <p>9 inches</p>			<p>1/2</p> <p>\$795.00</p> <p>3 columns x 10 inches</p>	<p>2/3</p> <p>\$1,099.75</p> <p>4 columns x 10 3/8 inches</p>	
<p>8 inches</p> <p>7 inches</p>	<p>1/4</p> <p>\$424.00</p> <p>2 cols x 8 inches</p>				
<p>6 inches</p> <p>5 inches</p>				<p>1/2</p> <p>\$828.13</p> <p>5 cols x 6 1/4 inches</p>	
<p>5 inches</p> <p>4 inches</p>			<p>1/4</p> <p>\$417.38</p> <p>3 cols x 5 1/4 inches</p>		
<p>4 inches</p> <p>3 inches</p>	<p>1/8</p> <p>\$212.00</p> <p>2 cols x 4 inches</p>				
<p>3 inches</p> <p>2 inches</p>	<p>1/16</p> <p>\$106.00</p> <p>2 cols x 2 inches</p>				
<p>1 inch</p>					
<p>1 Col (1 13/16 in.)</p>	<p>2 Col (3 7/8 in.)</p>	<p>3 Col (6 in.)</p>	<p>4 Col (8 in.)</p>	<p>5 Col (10 1/8 in.)</p>	

Digital Ad Guidelines for *The Valley Catholic*

AD SUBMISSION: Before submitting ads electronically, please make sure your design applications are

compatible with those in use at *The Valley Catholic*.

PLATFORM: *The Valley Catholic* Newspaper accepts electronic ads prepared for the Macintosh platform.

PROGRAMS We currently accept documents prepared in:

Adobe Acrobat

Adobe Illustrator

Adobe PageMaker

Adobe Photoshop

We do not accept documents created in Microsoft PowerPoint or Microsoft Word.

MEDIUM We can accept ads on:

100-250M Zip cartridges

CD-ROM's

E-mail

TYPEFACES: We maintain a standard library of licensed fonts. It is the advertiser's responsibility to supply a properly licensed copy of any fonts to be used in the ad (screen and printer fonts). *The Valley Catholic* reserves the right to substitute similar fonts in the event a font is not supplied or not usable. Postscript fonts only. All EPS files should have all fonts outlined. All PDF files should have all fonts embedded.

RESOLUTION: Most grayscale scans should be done at 180 dpi at 100%. Raising the input resolution increases the file size exponentially. Use the lowest resolution that you can without losing image quality. Bitmapped art should be at 800 resolution at actual size.

GRAPHICS FILES: All color images must be in CMYK mode. Be sure to include copies of all EPS, TIFF and PDF files that are placed in your ad on your disk.

SCREENS: Our newspaper is printed on a web press using an 100 line screen. When applying screen fills to ads, do not use anything less than 15% and not more than 85%. Lower percentages may be lost when printed and higher percentages will print black.

VIRUS PROTECTION: All files are scanned for viruses. Any files found to be infected will be rejected.

PROOFS: Please supply a hard copy of your ad for image verification and for backup use in case of electronic file failure. For emailed ads, proofs can be faxed to (408) 983-0268. **The Valley Catholic newspaper cannot be responsible for content without the benefit of a hard copy.**

DEADLINES: Because digital files frequently require troubleshooting, all electronic ads, whether on disk or emailed, are due on the deadline for production: **Last Friday of the month**