



The Good News

The official newspaper for the
Catholic Diocese of Kalamazoo, Michigan

ADVERTISING ORDER FORM

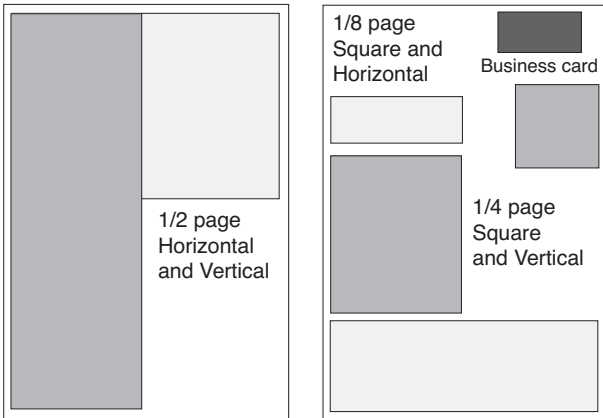
2015-2016

Contact Name	Name of Organization
Street Address	City, State, Zip
Phone	Email

RESERVE YOUR ADVERTISING SPACE TODAY

Please Review Price Rates Below:

Color: BLACK & 1 SPOT COLOR — Additional \$35	BLACK & WHITE	FOUR COLOR PROCESS
Special Insert Rate: \$1,750		
Full page	\$700 <input type="checkbox"/>	\$1,417 <input type="checkbox"/>
1/2 page	\$337 <input type="checkbox"/>	\$675 <input type="checkbox"/>
1/4 page	\$214 <input type="checkbox"/>	\$429 <input type="checkbox"/>
1/8 page	\$135 <input type="checkbox"/>	\$270 <input type="checkbox"/>
Business Card	\$75 <input type="checkbox"/>	\$150 <input type="checkbox"/>



For more information, contact: **Terry L. Hageman**

Graphic Designer, Advertising Manager

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Advertising Deadlines:

- Space can be reserved well in advance
- Deadline for ad copy is generally the 10th of the month prior to publication

THE GOOD NEWS is published 10 times a year.

Ad Size	Height	Width
Full page	13	10.5
1/2 Horizontal	6.5	10.5
1/2 Vertical	13	5.25
1/4 Horizontal	3.75	10.5
1/4 Square	6.75	5.25
1/8 Square	3.5	4
1/8 Horizontal	2.25	6.325
Business Card	1.6	4

Advertising Specification and Preferred Format:

- High resolution PDF files prepared for press
- All original color images must be converted to CMYK prior to embedding into PDF format
- Black test must be 100% black
- All images and fonts must be imbedded into file
- Fonts transmitted via email must be compressed
- Laser prints, Microsoft Word documents and Microsoft Publisher documents are not acceptable as final ad copy

Publisher's Copy Protective Clause

Advertisers and their agencies assume liability for all content, including text, representation, and illustrations in advertisements. They also assume responsibility for claims therefrom, made against the publisher. Publisher reserves the right to reject and refuse advertisement not in keeping with the publication's standards.