

2012 OutReach Magazine

Advertising Rates and Specifications

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Material Requirements

Acceptable Formats: High resolution PDF with all fonts and images embedded. CMYK process color only, 300 dpi grayscale/color (150 line screen).

Note: *Faxes, photocopies and other low-quality originals will not be accepted as camera-ready artwork.*

Delivery: Submit files on CD, or via email (only if less than 3 mb). Contact us for FTP uploading instructions for files larger than 3mb.

Circulation - 4,400

Target: *OutReach's* audience is made up of the management and leadership of Catholic organizations that belong to one or more CBS programs. The magazine delivers useful and interesting information on topics that are relevant and important to our members as leaders in today's Catholic organizations.

Cancellation Policy

Any cancellations of single insertions must be received no later than 30 days prior to the space deadline for that issue. All cancellations must be received in writing via email to brian.page@cbservices.org.

Specifications

Trim size:	8.5 x 11"
Printing method:	Offset, full-run
Binding method:	Saddle-stitched
Color:	CMYK

Payment Terms: Terms are net 30 days. Delinquent balances are subject to 18% annual finance charges (1.5% per month). Advertising agency commissions will be void if payment is not received in accordance with payment terms.

OutReach

A Christian Brothers Services Publication

Reaching the Leadership
in Today's Catholic
Organizations

Call or Click Today!

800.807.0200 (x3092)

brian.page@cbservices.org

cbservices.org/outreach

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2012 Rates - All ads are printed four-color process

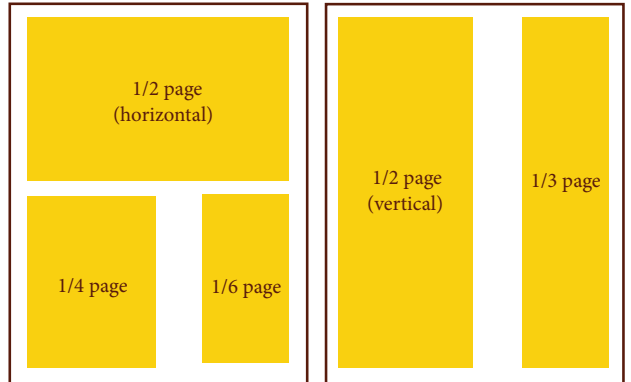
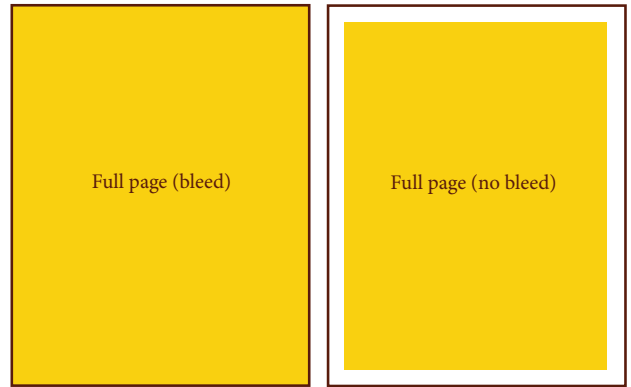
Size	1x	2x
Full page	\$1,980	\$1,885
1/2 page	1,160	1,105
1/3 page	925	825
1/4 page	685	600
1/6 page	460	380
1/2 spread	2,040	1,830
Full spread	4,185	3,930

Ad Dimensions

Size - Inches

Full page - bleed	8.75 x 11.25
Full page - final trim	8.5 x 11.0
Full page - no bleed	7.5 x 10.0
1/2 page horizontal	7.5 x 5.0
1/2 page vertical	3.625 x 10.0
1/3 page	2.375 x 10.0
1/4 page	3.625 x 5.0
1/6 page	2.375 x 5.0
1/2 spread - bleed	17.25 x 5.125
1/2 spread - final trim	17.00 x 5.0
Full spread - bleed	17.25 x 11.25
Full spread - final trim	17.0 x 11.0

Note: All graphics and type must be kept at least 1/4" inside trim lines.



Ad Placement Deadlines

Issue date	Space reservations	Materials due
February 2012	1/20/2012	1/27/2012
August 2012	6/8/2012	6/15/2012