

### SPECIFICATIONS

Paper size, 10.75" x 17"

#### Standard Ad Sizes

|                  |                    | <u>RATE</u> | <u>NON-PROFIT RATE</u> |
|------------------|--------------------|-------------|------------------------|
| • 2.3125" X 1.5" | (1 column inch)    | \$15        | \$12.50                |
| • 4.8" X 1"      | (2 column inches)  | \$30        | \$25                   |
| • 4.8" X 2"      | (4 column inches)  | \$60        | \$50                   |
| • 4.8" X 5"      | (10 column inches) | \$150       | \$125                  |
| • 9.75" X 5"     | (20 column inches) | \$300       | \$256                  |

### ADVERTISING SPACE RESERVATION & ARTWORK DEADLINE:

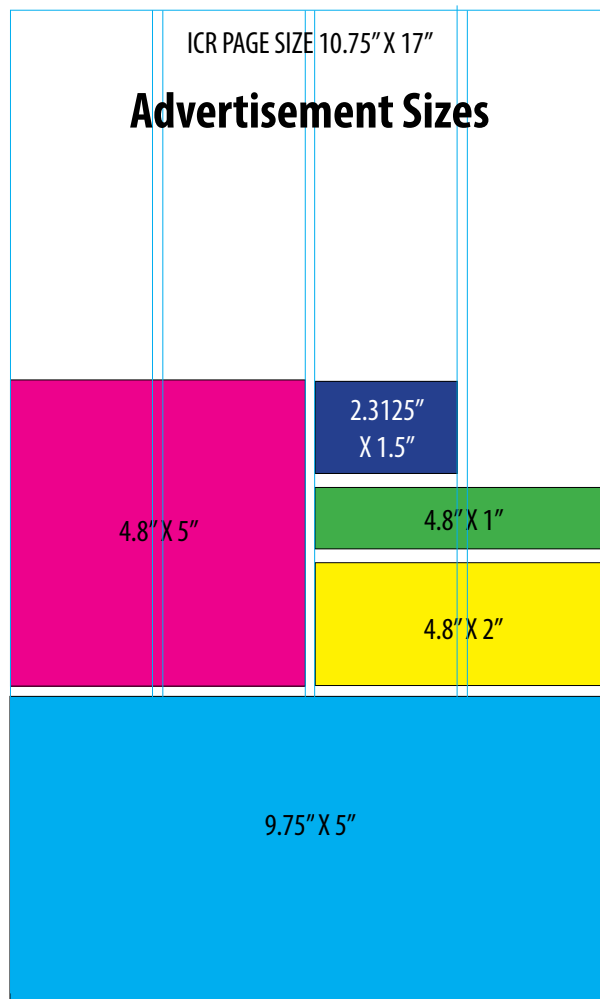
- Two weeks prior to publication date
- Photos must be high resolution, full size files sent electronically to art department. (JPG, TIFF, PNG, PDF)
- Logos/clipart should be high resolution, proprietary or without copyrights.
- Ad proofs will be sent as PDF files electronically for approval.

### PAST DUE ACCOUNTS

Advertising accounts with a past due balance 60 days or longer will be subject to late fees of up to 5% per month. Advertising customers are encouraged to contact the Advertising Sales representative to arrange payments on delinquent accounts.

### ICR PAGE SIZE 10.75" X 17"

#### Advertisement Sizes



### CONTRACT AND COPY REGULATIONS

All advertisements are subject to the publisher's approval and the publisher reserves the right to reject or cancel any advertisement at any time. No cancellations are accepted after the press date. Advertisers and advertising agencies will indemnify and hold harmless the *Idaho Catholic Register*, its officers, agents, employees and contractors for all contents supplied to the publisher, including texts, representations and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement, plagiarism, and in case of pre-printed inserts, deficient postage. The *Idaho Catholic Register* shall not be liable for failure to print, publish or circulate all or any part of an issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government, strikes, accidents, a lack of newsprint or other circumstances beyond the control of the *Idaho Catholic Register*. The *Idaho Catholic Register* shall not be liable for errors or omissions, or failure to insert, any advertisement for which it may be responsible beyond cost of actual space in which the error or failure to insert occurred. Advertisers will be entitled to a refund of advertisement price or insertion in the next available issue, at the publisher's option. Position cannot be guaranteed. No credit allowances for position given.

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