

## 1 Published Weekly By

Albany Catholic Press Association, Inc.  
Bishop Edward B. Scharfenberger, Publisher  
Mary DeTurreis Poust, Associate Publisher/Acting Editor  
40 N. Main Avenue  
Albany, New York 12203  
(518) 453-6688 Fax: (518) 453-8448  
Website: [www.evangelist.org](http://www.evangelist.org)

## 2 Terms

Payment must accompany order for first-time advertisers.

Agency Commission — 15% for recognized agencies.  
The advertiser and its ad agency are jointly responsible for payment of all ads placed.  
Accounts billed monthly, due in full on presentation.

## 3 Color Rates

Spot color and process color available.

\$85 for spot color (one color plus black and white)  
\$275 four colors (full color)

## 4 Preprinted Insert Rates

Full run only. No zones. \$50 per thousand

Minimum size: 5.0" by 7.0"  
Maximum size: 11.0" by 13.5"

Single sheet insert must be printed offset on  
min. 60 lb. wt. paper;

4-pg. brochure must be printed offset on  
min. 50 lb. wt. paper.

Deadline for receipt of inserts:  
1 week prior to publication

Deliver inserts to:  
Eagle Printing Attn: Nelson Bernard  
75 South Church St.  
Pittsfield, MA 01202

## 5 Special Services

Free ad design and composition.  
Proofs faxed or emailed on request.  
Media kit available on request.  
Tear sheet sent with monthly billing.

## 6 Classified Rates

\$2.00 per line (5-line \$10.00 minimum)

To place a classified, email: [stephanie.zebrowski@rcda.org](mailto:stephanie.zebrowski@rcda.org)

## 7 Legal Advertisings

Legal Notices: \$.72/line

To place a legal notice, contact:  
Stephanie Zebrowski  
The Evangelist  
40 N. Main Ave.  
Albany, NY 12203  
Phone: (518) 453-6688  
Email: [stephanie.zebrowski@rcda.org](mailto:stephanie.zebrowski@rcda.org)  
Fax: (518) 453-8448

The Evangelist is the officially-designated paper for Albany County legal advertising.

## 8 General Rates - Display R.O.P. Effective 12/1/08

### Rates for Non-Profit Institutions

OPEN RATE	\$16.75	
Frequency	In.	RATE
6X	70"	\$15.50
12X	110"	\$14.50
18X	150"	\$13.50
24X	180"	\$12.75
36X	250"	\$11.75
48X	450"	\$10.50

Terms: Payment with first-time order  
Agency commission: 15% upon approval to recognized agencies

## 9 Display Advertising Sales

John Salvione (518) 453-6696; (518) 429-9373  
[john.salvione@rcda.org](mailto:john.salvione@rcda.org)

*(See reverse for additional information.)*

## 10 Special Sections

Weekly: Funeral Directors	Christmas
	Easter
Retirement Planning	Mother's Day/Women
Senior Living	Father's Day/Parenting
Health & Fitness	Graduations
Travel/Weddings	Teens
Priesthood Sunday	Vocations
Going Green	Marriage Anniversaries
Camps, Sports and Rec.	Back to School

## 11 Deadlines

Display ads: Space reservation must be made 10 days prior to publication.

Closing Date: Monday Noon of the week of publication.

Classifieds: Payment and ad copy must be received 10 days prior to publication.

Legals: Ad copy by Monday Noon of the week of publication.

Inserts: Reserve issue date at least 3 weeks prior to publication. Inserts must arrive at printer at least one week before publication.

## 12 Mechanical Specifications

Tabloid format

Layout: 5 columns by 13 1/2"

Width of column: 1 3/4"

Full-page image area: 9 3/4" X 13 1/2"

Printed offset

Line Screen: 100

## 13 Column Widths

1 column	1 3/4 inches	11 picas
2 columns	3 3/4 inches	23 picas
3 columns	5 3/4 inches	34 picas
4 columns	7 3/4 inches	46 picas
5 columns	9 3/4 inches	58 picas

## 14 Miscellaneous

Established 1926.

No position guarantees.

Not responsible for errors beyond first insertion.

Annual Subscription Rate: \$25. Single copy: \$1.00.

Memberships: NY Press Association  
Catholic Press Association  
NY Press Service  
NYSCAN

Paper dated Thursday.

48 issues per year.

## 15 Contract and Copy Regulations

All advertisements subject to publisher's approval and publisher reserves right to reject or cancel any ad at any time.

It is the general policy of The Evangelist to accept all advertising that does not conflict with the teachings of the Roman Catholic Church. Because of the unique nature of The Evangelist, as the official publication of the Albany Roman Catholic Diocese, one general category of advertising is specifically excluded: political (so as not to give the impression of endorsement of any candidate). The Evangelist retains the right to accept or reject other advertising at will, judging it on its appropriateness and suitability in a religious publication.

No cancellations accepted after closing date.

Publisher will not be bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions on publishers rate card or policies.

Advertisers and advertising agencies will indemnify and hold harmless The Evangelist, its officers, agents, employees and contractors for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of pre-printed inserts, deficient postage.

The Evangelist shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of The Evangelist.

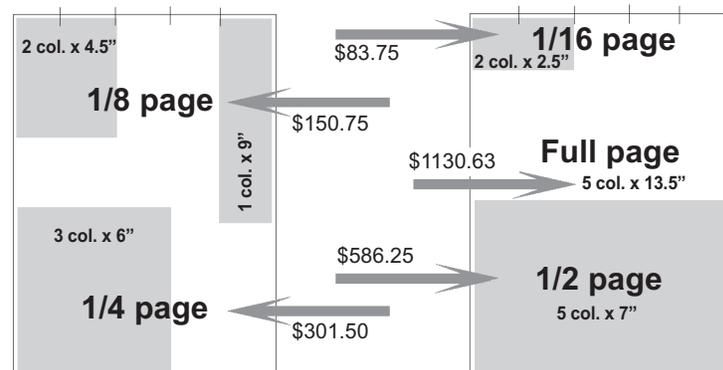
The Evangelist shall not be liable for errors or omissions in, or failure to insert, any advertisement for which it may be responsible beyond cost of actual space in which error or failure to insert occurred. Advertiser will be entitled to refund of advertisement price or insertion in next available issue, at the publisher's option.

Position cannot be guaranteed. No credit or allowances for position given.

## 16 Sample Size Ads

(Approximate Depiction of Ad Space)

Non-Profit Rates



## 17 The Evangelist Coverage Area

### The Diocese of Albany — 14 Upstate NY Counties

The Evangelist Diocese of Albany

(Circ: 34,000)

