ADVERTISING RATE CARD

1 Published Weekly By

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

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

7 Legal Advertisings

Legal Notices: $0.72/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
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

<table>
<thead>
<tr>
<th>Rates for Non-Profit Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN RATE</td>
</tr>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>6X</td>
</tr>
<tr>
<td>12X</td>
</tr>
<tr>
<td>18X</td>
</tr>
<tr>
<td>24X</td>
</tr>
<tr>
<td>36X</td>
</tr>
<tr>
<td>48X</td>
</tr>
</tbody>
</table>

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

(See reverse for additional information.)
10 Special Sections

Weekly: Funeral Directors
Retirement Planning
Senior Living
Health & Fitness
Travel/Weddings
Priesthood Sunday
Going Green
Camps, Sports and Rec.

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.
Annual Subscription Rate: $25. Single copy: $1.00.
Memberships: NY Press Association
Catholic Press Association
NY Press Service
NYSCAN

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.
Publishers 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 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)

1/16 page

1/8 page

1/4 page

Full page

2 col. x 4.5" 1 col. x 9"
1 col. x 6"
2 col. x 2.5"
5 col. x 13.5"
5 col. x 7"

Non-Profit Rates

$83.75
$150.75
$301.50
$1130.63
$586.25

17 The Evangelist Coverage Area

The Diocese of Albany — 14 Upstate NY Counties

The Evangelist
Diocese of Albany
(Circ: 34,000)