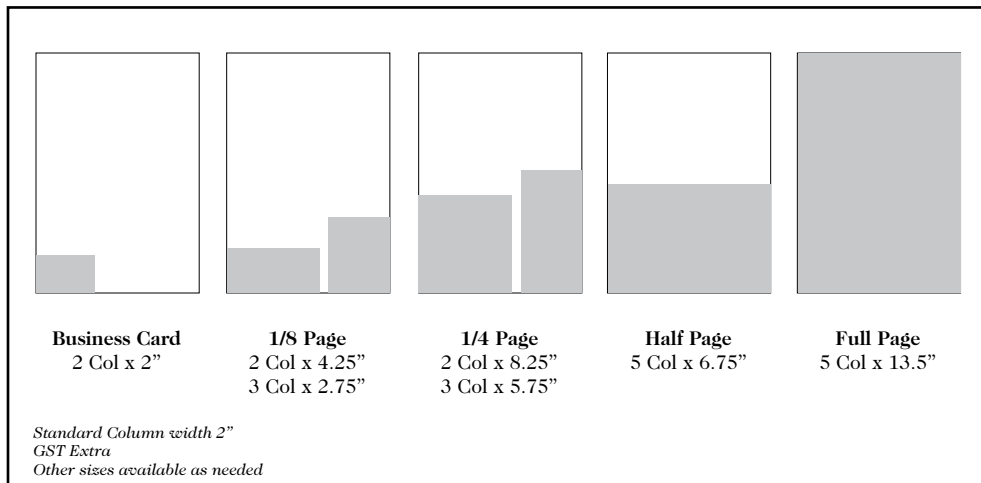


DISPLAY AD - STANDARD SIZE RATES



The Catholic Register is the largest based Catholic weekly with over 35,000 paid subscribers in Canada. We are an award winner leader in news reporting and addressing issues of social justice and public concern. The majority of our readers are based in the Greater Toronto region covering the 416/905 area codes and the province of Ontario. Published weekly. Except in July and August, Biweekly. (Dated Sunday)

For further information, please contact

Terry Halata, Advertising Manager
416-934-3410 ext. 412 terry@catholicregister.org

Lisa Stahlschmidt, Account Representative
416-934-3410 ext. 410 lisas@catholicregister.org

AD DESIGN MECHANICAL REQUIREMENTS

Our paper is laid out in InDesign CS2 on a Macintosh platform. Therefore you may send your files as an e-mail attachment in the following formats:

InDesign	Remember to include all image files (TIFF, JPEG, EPS) and all fonts.
PDF	Files must have all fonts embedded.
TIFF & JPEG	Files should be at least 300dpi.
Colour Ads	Must be set to CMYK.

Note: You may also send files on CDs. If submitting electronic copy of ads, it is recommended that you fax a hard copy of your ad for proofing purposes. Fax: 416-934-3409

DISPLAY ADVERTISING

Rates per Column Inch

All discounts are based on frequency and size. Special pricing in effect for features.

Transient	\$35.00
Frequency Contract must be completed within one year.	
Insertion	Discount
3 - 6	10%
6 - 12 plus	20%

CLASSIFIED ADVERTISING

Rates per Column Inch

Includes all headings, logos, borders, or white space. Charges are based on space occupied.

Flat Rate	\$25.00
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NATIONAL AD NETWORK

If you or your client are looking for National exposure for your product or service but value the efficiencies of a single point of contact, then this may be an option worth considering.

Currently connecting 9 Catholic papers from the Maritimes to Vancouver, we can get your message in front of more than 140,000 readers. This service is available for both inserts and larger on-page advertising programs. We offer a simple one step approach that saves you time. Selective areas and specialized programs are available upon request.

INTERNET DIRECTORY

To meet the evolving demands of our readers we have added a number of Website Directories to our pages. Each week has a different focus and offers a specialized grouping that meets your specific needs.

Week	Directory
1st/month	Religious (Parishes, Diocese, Organizations)
2nd/month	Education
3rd/month	Vocations (Religious & Volunteer)
4th/month	Business and Organizations

You receive 12 annual insertions of your 6 line message for \$250 plus applicable taxes. Your listing can include Website URL plus email address, or other appropriate contact information.

Examples:

Archdiocese of Toronto
1155 Yonge Street
Toronto, Ontario
M4T 1W2
Tel: 416-934-3400
www.archtoronto.org

Cityscapes of Desire
"Toronto at Prayer"
A Photo Essay by
Photojournalist Michael Swan
www.cityscape.ypix.ca

PRE-PRINTED INSERTS

Cost Per Thousand* (Net)	
1 to 4 pages	\$100
8 pages	\$110
12 pages	\$115
16 pages	\$125

Additional number of page prices on request.

* If required, folding and envelope stuffing charges will be applied to cost. If applicable, brokerage fees will be levied at cost. Rates do not include GST or advertising agency commission.

WEB ADVERTISING

All ads are subject to approval of the Catholic Register advertising standards. All ads rotate. Cost is based on impressions ordered with a minimum order of 30,000 impressions. Creative assistance is offered at \$100/hour, min. 1/2 hour.

Regular Banner Ads	468 pixels x 60 pixels - top of all pages
Side Button Ads	150 pixels x 60 pixels - right or left side
	150 pixels x 90 pixels - right or left side
	150 pixels x 240 pixels - right or left side
Square (in story, right side)	300 pixels x 250 pixels - in random stories

Material must be in one of the following formats - .jpg .gif .png