

AMERICA'S LARGEST CATHOLIC NEWSPAPER

# CATHOLIC NEW YORK

1011 FIRST AVENUE, 1721 NEW YORK, NY 10022 (212) 688-2399 fax (212) 688-2642 WWW.CNY.ORG

## Advertising Policies and Requirements

### **1. Published by**

Ecclesiastical Communications Corp.  
1011 First Avenue, New York, NY 10022  
(212) 688-2399 Fax (212) 688-2642  
Website: [www.cny.org](http://www.cny.org)

Official newspaper of the Roman Catholic Archdiocese of New York. Established 1981.

Annual Subscription Rate - \$26, single copy - \$1.00

Published bi-weekly, paper dated every other Thursday.

Member of Alliance of Audited Media, Catholic Press Association and New York Press Association.

Tabloid format 6 columns. Full page image area 10.25" x 11".

### **2. Closing and Deadlines**

For display advertising space orders, copy and artwork deadline is Tuesday at 5 p.m. of week prior to issue date.

For classified advertising deadline is Friday at 5 p.m. of week prior to issue date.

### **3. Terms**

Accounts billed monthly, due in full on presentation. Payment with order required for first time advertisers and all Mail Order and Travel advertising. Credit and Debit Cards accepted.

Advertising Agency Commission - 15% to recognized agencies. Advertiser and its agency are jointly responsible for payment of all ads placed.

### **4. Special Advertising Sections**

Call the advertising department or email [ads@cny.org](mailto:ads@cny.org) for a calendar of our special advertising themed sections throughout the year.

### **5. Premium Positions**

Full Centerfold, Back cover, and First full color page are available at a premium rate, which includes full color. No other positions are guaranteed.

### **6. Display Advertising**

Email advertising inquiries to: [ads@cny.org](mailto:ads@cny.org)

Modular size ads only - minimum size: one eighth of a page.

Free graphic design and typesetting services available. Proofs supplied on request.

Copy of publication mailed to all advertisers. Media Kit available on request.

If a frequency discount is offered, all advertising will be re-billed at full rate if schedule is cancelled.

Adobe Acrobat PDF-x1a format strongly preferred. All fonts and graphics must be properly embedded, and all color settings must be in CMYK. Photo resolution 200 dpi.

E-mail advertising artwork to: [ads@cny.org](mailto:ads@cny.org), or call for FTP information.

## 7. Preprinted and Custom Printed Insert Rates & Zones

Inserts can be placed in full run or selected zones.

We have 4 zones: Manhattan and Staten Island; The Bronx; Orange, Sullivan, Ulster and Dutchess; Westchester, Rockland and Putnam.

Exact total cost will be calculated at time of insertion based on current circulation and size of insert. Size not to exceed 9 x 11 inches. Sample of pre-printed insert must be submitted in advance for approval and to meet U.S. Postal requirements.

We also offer custom printing of inserts for our advertisers.

## 8. Classified Advertising

Please email [class@cny.org](mailto:class@cny.org) or visit our web site [www.cny.org](http://www.cny.org) for rates and information. We publish both the text of our classifieds and the page pdfs to our website after every issue. We accept Commercial advertising (Help Wanted, Real Estate, Business Services, etc.) and Non-Commercial Advertising (Real Estate, Items for Sale, Personal Notices, etc.) We also publish Legal Notices, In Memoriams, and Acknowledgements. Classified Display Advertising (minimum 2 columns wide). Please call for rates and price quotes on specific ads.

## 9. Policies and Conditions

- All advertisements are subject to publisher's approval.
- Catholic New York reserves the right to reject or cancel any advertising at any time.
- No alcoholic beverage, tobacco or political advertising accepted.
- Cancellations cannot be accepted after the issue closing date.
- Early Cancellation of an advertising schedule, which is earning a frequency discount, before the full insertion commitment is fulfilled will result in the elimination of the frequency discount on all earlier insertions. Advertiser will be billed for each ad already published at the full open rate.
- Catholic New York will not be liable for errors in advertisements beyond the first insertion. Advertiser will be entitled to refund of advertisement price, or insertion in next available issue, at the publisher's option.
- Catholic New York will 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.
- Position cannot be guaranteed. No credit or allowances for position given.

The above policies apply to all advertising published by Catholic New York in print or digital form.

Catholic New York 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 of publisher's policies.

Advertisers and advertising agencies will indemnify and hold harmless Catholic New York, its officers, agents, employees and contractors for all content and information 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.

Catholic New York 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 Catholic New York.



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Audit Bureau of Circulations

