

# The Catholic Herald - Ratecard 2008

CLASSIFIED & DISPLAY



CONTACTS

Display and Insert Sales Manager: **James Quantrill**  
Tel: 020 7448 3610 email: james@catholicherald.co.uk

Planning Executive and Classified Sales: **Michael Dean Anderson**  
Tel: 020 7448 3612 email: michael@catholicherald.co.uk

Production Controller and Classified Sales: **Terhi Raukko**  
Tel: 020 7448 3615 email: terhi@catholicherald.co.uk

Advertising accounts inquiries: **Eamonn Hamilton**  
Tel: 020 7448 3609 email: eamonn@catholicherald.co.uk

All artwork to: **advertising@catholicherald.co.uk**  
The Catholic Herald, Herald House, 15 Lamb's Passage, London EC1Y 8TQ

SIZES & RATES

	Width (mm)	Depth (mm)	£
DPS (2 x full-pages):	340	540	CALL
Full page type area:	340	540	£2,550
Half page portrait:	168	540	£1,500
Half page landscape:	340	250	£1,500
Quarter page:	168	250	£720
Classic 20x3:	126	200	£438
'Eighth' 25x2:	82	250	£365
Classic 20x2:	82	200	£292
Column widths (mm):	39; 82; 126; 168; 212; 255; 298; 340		
SCC RATE:	£7.50	Spot colour (per):	£70
Full page + colour:	£2,550	Linage (per line):	£3.25
Half page + colour:	£1,500	Agency discount	10%
Full colour:	£120	All Prices are ex VAT.	

DEADLINES

- Display adverts **MUST BE BOOKED** by Tuesdays, 1pm for the same week's entry
- **FINAL ARTWORK** must be sent by Tuesdays, 3pm for the same week's entry. Final Artwork: PDF, JPG, EPS, TIFF
- If The Catholic Herald is setting your advert, you must **SIGN OFF** on Tuesdays by 4pm for the same week's entry
- Cancellations: 14 days before insertion date

PRODUCTION

- Artwork: Filetype
- Adobe Acrobat PDF V.3 up
  - Photoshop EPS/JPG/TIFF (Flattened or outlined text)
  - QuarkXpress V.4 up (incl pics and fonts)
  - Microsoft Word '97 up
  - Final Artwork: PDF, JPG, EPS, TIFF
  - **No Microsoft Publisher or Pagemaker**

Artwork: Format

- 100 lpi Screen
- 1200 dpi PDF
- All colour work must be CMYK (NO RGB)
- Fonts should be provided (screen/postscript)
- PDFs must have fonts embedded

Send it

- by email: advertising@catholicherald.co.uk
- Fax: 020 7256 9728
- by post to:  
Advertising,  
The Catholic Herald, Herald House,  
15 Lamb's Passage, Bunhill Row,  
London EC1Y 8TQ
- CD-R/ZIP

INSERTS



RATES

Rate per 1,000:	£48: UP to 20gms
Rate per 1,000:	£57: 21 - 30gms
Rate per 1,000:	£67: 31 - 40gms
Rate per 1,000:	£77: 41 - 50gms
Rate per 1,000:	£CALL: 51+gms

for more information

[www.catholicherald.co.uk](http://www.catholicherald.co.uk)

Advertising Terms and Conditions

Please see our conditions as published in the newspaper every week.

DEADLINES

- The Catholic Herald is printed every Wednesday morning for Friday publication
- Loose leaf inserts should be booked 3 **WEEKS** prior to the Friday's issue in which they will be carried
- Inserts **MUST** be delivered by the Friday before the week's insertion. If there are any difficulties please telephone Michael Dean Anderson, on 0207 448 3612 asap.
- **THERE ARE 2 DELIVERY ADDRESSES**

19,500 inserts to  
West Ferry Printers Ltd,  
235 Westferry Road,  
London E14 8N

3,500 inserts to  
The Spatial Group,  
Willow Farm Business  
Park  
Castle Donnington  
Derby  
Derbyshire DE74 2TW

CALL 020 7448 3612 for details

PRODUCTION

- A **SAMPLE** or **MOCK-UP** (on same stock to be used) of the booked insert must be sent at least 2 **WEEKS** before publication date

- The mechanical inserters at our printers, Westferry Ltd, can take:

**DL ENVELOPES**

A5, A4 - GATE AND ROLL FOLDS

TABLOIDS, A4 CATALOGUES

**MINIMUM SIZE: 105X140 MM**

- Inserts should be supplied in bundles or boxes with regular 'turns' to ensure easy loading into the hoppers by Westferry technicians

Call Michael for details: 020 7448 3612

Cancellations: 21 days before insert