



Advertiser Media Kit

2021 Spring Catalog

2021 Spring Catalog

Ad Artwork Due January 29, 2021

Scheduled Mail Date February 22, 2021

In-Store/In-Home Week of March 1, 2021

Circulation

Mailed to over 2,200 Retail Contacts

Mailed to about 1000 Other Catholic influencers (Media, Ministries, Distributors, Publishers, Suppliers, Personalities)

Digitized Catalog Link and On-Line Posting

E-blast to over 7,600 email addresses

Cross-Posting on CMN Social Media Sites

Placed on CMN Website

Print Advertisement Rates for Spring Seasonal Catalog

Advertisement Type And Location	Pricing Member Rate	Pricing Non-Member Rate
Back Cover <i>(Sold)</i>	\$1,750	\$2,000
Inside Front Cover	\$1,500	\$1,725
Inside Back Cover	\$1,500	\$1,725
Centerfold Spread(2-pages)	\$2,850	\$3,220
Full Page	\$1,200	\$1,380
1/2 Page (Horizontal only)	\$700	\$1,000
Single NewProduct Ad	\$300	\$350

Save %15 with an insert in all 3 publications

To take advantage of member rates, your CMN membership must be active

- C-Level Corporate & Supplier Membership -Annual Dues are \$399.00
- M-Level Ministry & Business Membership *(Select ad space only)* -Annual Dues are \$199.00
- In addition to reduced advertising pricing, membership also provides other business partner benefits.
- Supplier Members also have full exhibition privileges at the Annual CMN Tradeshow.

2021 Spring Catalog Media Specifications

Ad Space Options	Ad Dimensions (W x H)
Full Page	8.5" x 11" w/bleed
Half Page (Horizontal Orientation)	8.5" x 5.35" w/bleed
Back Cover	8.5" x 11" w/bleed
New Product/Small Spot	3.5" w x 4.5"

- All ads must include one-eighth inch(1/8") bleed. I.E. all artwork must extend one-eighth inch on all four sides of the ad.
- All images and text must be kept a minimum of one-quarter inch (1/4") from all four inside edges of the ad (using the standard ad dimensions above.)
- No RGB formats please, must be in CMYK color.
- CMN Requires a minimum resolution of 300 dpi on all images.
- Print-ready ads must be submitted electronically. All fonts and images attached or a PDF with all fonts and images embedded.
- **Please email ad to Silvia Osong at sosong@catholicmarketing.com**
- Back Cover: 1/4" bleed on the left and right side, along with 1/8" bleed for the bottom. No bleed at the top is needed.

2021 CMN Spring Catalog Insertion Order

Company Name: _____ Phone: _____

Primary Contact: _____ Contact Email: _____

Ad Type (Check all that apply): Half Page _____ Full Page _____ New Release Product Spot _____

Premium Location (Check all that apply): Inside Front Cover _____ Back Cover _____

Inside Back Cover _____ Centerfold _____

TOTAL COST\$

TERMS AND CONDITIONS:

Cancellations or changes on advertising are not accepted after the stated due date for the catalog.

Timely payment should be made once invoice is received.

Invoice for advertising package will be sent on date insertion order is received and counter-signed by CMN.

Please make your check payable to: **Catholic Marketing Network and mail to: CMN, P.O. Box 610465, Dallas, Texas 75261.**

To arrange payment with a credit card, please contact **Silvia Osong** at 800-533-7083 or email **sosong@catholicmarketing.com**

Advertiser should adhere to the design criteria outlined in the media specifications page.

Catholic Marketing Network will not be liable for typographical errors, incorrect information, or omissions in advertising artwork and information provided.

Submitting an insertion order is construed as an acceptance of all published rates and conditions and such order when accepted by CMN constitutes a contract. **Please submit your insertion order to Silvia Osong at sosong@catholicmarketing.com.**

All contracts are conditional on strikes, fires, acts of god or any cause not subject to the control of CMN.

All advertising placed in the 2021 CMN catalog is based on rates in effect on issue date; no previous rate discounts will apply.

All advertising must be relevant to the topic of catholic marketing and networking.

All products appearing in advertising must be deemed in-line with the magisterium of the Catholic church.

****Purchase Authorization****

I hereby authorize this purchase of Standard Advertising Package and agree to abide by the general terms and provisions, provided by Catholic Marketing Network.

Authorized Signature _____ Date _____ Billing Amount _____

CMN Acceptance Signature _____ Date _____

***Please retain a copy for your records.**

2021 CMN Print Publication Insertion Order

Save %15 with an insert in all 3 publications

Company Name: _____ Phone: _____

Primary Contact: _____ Contact Email: _____

Ad Type (Check all that apply): Half Page _____ Full Page _____ New Release Product Spot _____

Premium Location (Check all that apply): Inside Front Cover _____ Back Cover _____

Inside Back Cover _____ Centerfold _____

Publication

2021 CMN Spring Catalog _____

2021 CMN Momentum Event Program _____

2021 CMN Christmas Catalog _____

TOTAL COST\$

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