

ADVERTISING RATE CARD

www.catholicmarketing.com

CMN PRINT OPPORTUNITIES

ISSUE	CONTENT FOCUS	ARTWORK DEADLINE
Spring Catalog Magazine	Sacrament Gift-Giving, Member Benefits & Best Practices, Featured Service Provider	JANUARY 20
Summer Event Program	Discover CMN Exhibitors, Event Schedule, Networking Opportunities	MARCH 20
Resource Directory	Listing of Manufacturers, Suppliers, and Distributors of Catholic Books, Jewelry, and other Religious Articles	APRIL 20
Christmas Catalog Magazine	Holiday Gift-Giving, Member Success Stories, Integrating Business & Ministry, Featured Service Provider	AUGUST 20

CMN DIGITAL OPPORTUNITIES

CMN Online Marketplace	24/7 Exposure	Ads post within 3 days of submission
CMN Marketplace News	Monthly news articles with business and ministry best practice information.	1st week of the month
CMN FOCUS Eblast	Eblast to all CMN Members and Subscribers. Limited availability.	Artwork due 2 weeks prior to scheduled delivery date

PRINT

The **Catholic Marketing Network Catalog Magazines** enable CMN members and other Catholic Influencers to connect with valuable information, benefit from articles that empower success through example, and see new and exciting products, publications, and services.

CMN Event Programs are the touchpoint for hundreds of attendees and exhibitors experiencing the live CMN Momentum Conference and Trade Show.

Our **Catholic Resource Directory** is a listing of Manufacturers, Suppliers, and Distributors of Catholic Books, Jewelry, and other Religious Articles to help buyers and retailers find, connect with, and buy from the most trusted brands in the Catholic Marketplace.

DIGITAL

CMN Online Marketplace is the digital platform where CMN members and visitors connect with organizations offering Catholic products, publications, services, and destinations. All things Catholic, all in one place! Build your brand awareness and consumer engagement with advertising on the CMN Marketplace.

CMN Marketplace News is the monthly digital newsletter that connects advertisers with CMN members and subscribers. Each edition offers valuable articles, links, and information that strengthens the effectiveness of ministry-minded Catholics working in business or apostolates.

CMN FOCUS Eblasts offer members the opportunity to reach the CMN community by highlighting a product, service, or ministry.

CMN MEMBER DISCOUNT

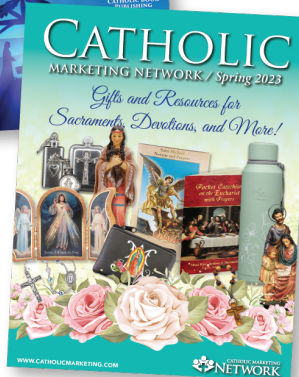
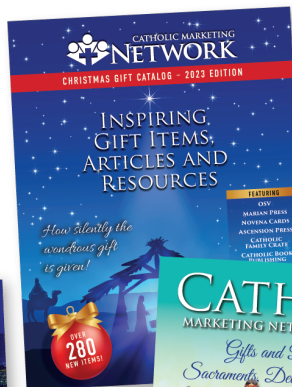
15% OFF

Receive 15% off Print ads when commit to two publications

CMN MEMBER DISCOUNT

25% OFF

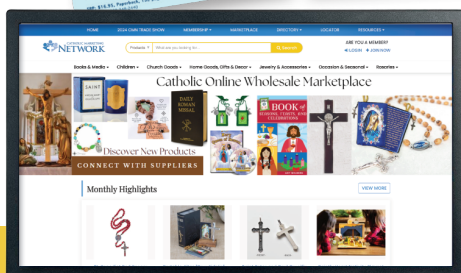
Receive 25% off digital ads running currently with print ad



NON-MEMBER DISCOUNT

15% OFF

Receive 15% off digital ads running currently with print ad



RATES AND AD SPECIFICATIONS

Submit artwork to: info@catholicmarketing.com

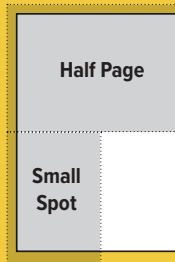
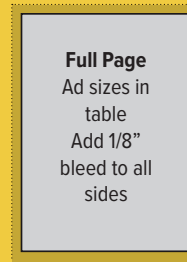
CMN Print Magazines Distribution

Print Distribution: ~1,900 retailers nationwide

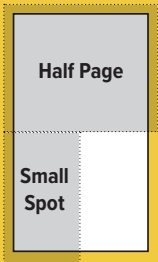
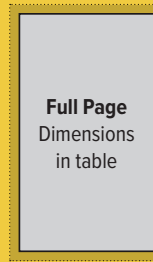
Frequency: 1 each per issue, per year

Circulation: Includes email blast to 7,700 Catholic businesses and ministries (*Retailers, Media, Ministry Leaders, Publishers, Product Suppliers, and Influencers*). Includes posting on CMN Social Media Sites with 5,500 followers combined.

MAGAZINE SPECS



EVENT PROGRAM SPECS

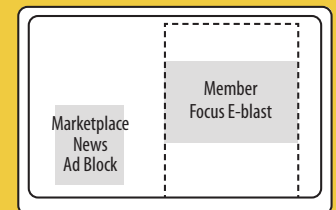
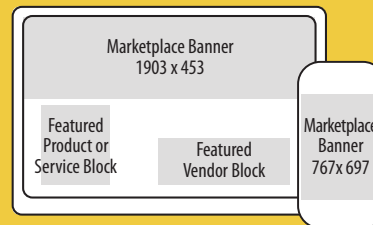


MEMBERS	NON-MEMBERS	MAGAZINES SPRING & CHRISTMAS		EVENT PROGRAM	
		AD SPACE OPTIONS	SPECIFICATIONS (WxH)	AD SPACE OPTIONS	SPECIFICATIONS (WxH)
\$2,000	\$2,300	Full Page - Back Cover	8.5 x 11 inches + bleed	Full Page - Back Cover	5.875 x 10.375 inches + bleed
\$1,750	\$1,950	Full Page - Interior Front or Back Cover	8.5 x 11 inches + bleed	Full Page - Interior Front or Back Cover	5.875 x 10.375 inches + bleed
\$3,000	\$3,500	Inside Center Spread - 2 Full Pages	8.5 x 11 inches + bleed (each)	Inside Center Spread - 2 Full Pages	5.875 x 10.375 inches + bleed (each)
\$1,350	\$1,500	Full Page - Interior	8.5 x 11 inches + bleed	Full Page - Interior	5.875 x 10.375 inches + bleed
\$800	\$1,150	Half Page (Horizontal)	8.5 x 5.5 inches + bleed	Half Page (Horizontal)	5.875 x 5.1875 inches + bleed
\$375	\$450	Small Spot	4.25 x 5.5 inches + bleed	Small Spot	2.9375 x 5.1875 inches + bleed

- Include a bleed of 1/8 inch (9 points) to all sides.
- All images and text must be kept a minimum of one-quarter inch (1/4") from all four inside edges of the ad.
- 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 to info@catholicmarketing.com. All fonts and images attached or a PDF with all fonts and images embedded.
- Small Spot—Advertiser can provide completed artwork OR send CMN the ad elements: title, price, 100 characters (max) of copy description, contact information, and high-res image. CMN graphic designer will create a standard layout of your ad.

CMN Digital Advertising

Digital Distribution: 7,700 CMN Members and subscribers, Catholic Media, Influencers, business entrepreneurs, and nonprofit leaders



MEMBERS	NON-MEMBERS	AD SPACE OPTIONS	SPECIFICATIONS
CMN MARKETPLACE			
\$750 / quarter \$275 / month	(Members only)	Banner Ad	1903 x 453 Pixels (Laptop & Tablet) 767 x 697 Pixels (Mobile)
\$150 / quarter \$75 / month	(Members only)	Featured Product or Service Block	Thumbnail image, basic product/service information
\$399 / quarter \$150 / month	\$499 / quarter \$170 / month	Featured Vendor Block	Thumbnail image, description, 40 word max., click-through link
MARKETPLACE NEWS			
\$150 per ad / 6 ads	\$175 per ad / 6 ads	Marketplace News Ad Block (products or services)	Includes: Thumbnail image, short description, pricing, link
\$175 per ad / 3 ads	\$200 per ad / 3 ads		
MEMBER FOCUS E-BLAST			
\$500 per campaign	(Members only)	Direct email campaign to CMN members & subscribers. Limited options & availability.	Custom layout coordinated between advertiser and CMN Team
RETAILER MAILING LIST (PHYSICAL ADDRESSES)			
FREE	\$450	Spreadsheet with 1,900 Addresses	

CMN ADVERTISING ORDER FORM

Submit form to: info@catholicmarketing.com

Indicate Membership Status: ☐ CMN Member ☐ Non-Member

OFFERING	CMN MEMBER PRICING	NON-MEMBER PRICING	SELECTION
SPRING, CHRISTMAS, AND TRADE SHOW PRINT CATALOGS			
Back Cover	\$2,000.00	\$2,300.00	<input type="checkbox"/>
Inside front Cover	\$1,750.00	\$1,950.00	<input type="checkbox"/>
Inside Back Cover	\$1,750.00	\$1,950.00	<input type="checkbox"/>
Centerfold Spread (2 pages)	\$3,000.00	\$3,500.00	<input type="checkbox"/>
Full Page	\$1,350.00	\$1,500.00	<input type="checkbox"/>
Half Page (Horizontal only)	\$800.00	\$1,150.00	<input type="checkbox"/>
Single New Product / Small Ad	\$375.00	\$450.00	<input type="checkbox"/>
CATHOLIC RESOURCE DIRECTORY PRINT CATALOG			
Standard Listing	FREE	\$199.00	<input type="checkbox"/>
Inside Front Cover	\$1,895.00	\$2,195.00	<input type="checkbox"/>
Inside Right Cover	\$1,895.00	\$2,195.00	<input type="checkbox"/>
Back Cover	\$2,095.00	\$2,395.00	<input type="checkbox"/>
Inside Back Cover	\$1,895.00	\$2,195.00	<input type="checkbox"/>
Center Spread	\$3,095.00	\$3,500.00	<input type="checkbox"/>
Full Page	\$1,495.00	\$1,695.00	<input type="checkbox"/>
Half Page	\$895.00	\$1,095.00	<input type="checkbox"/>
CMN MARKETPLACE			
Banner Ad	\$750.00 / Quarter	N/A	<input type="checkbox"/>
Banner Ad	\$275.00 / Month	N/A	<input type="checkbox"/>
Featured Product or Service Block	\$150.00 / Quarter	N/A	<input type="checkbox"/>
Featured Product or Service Block	\$75.00 / Month	N/A	<input type="checkbox"/>
Featured Vendor Block	\$399.00 / Quarter	\$499.00 / Quarter	<input type="checkbox"/>
Featured Vendor Block	\$150.00 / Month	\$170.00 / Month	<input type="checkbox"/>
MARKETPLACE NEWS eBLAST			
Marketplace News Ad Block (products or services)	\$150.00 per Ad / 6 Ads	\$175.00 per Ad / 6 Ads	<input type="checkbox"/>
Marketplace News Ad Block (products or services)	\$175.00 per Ad / 3 Ads	\$200.00 per Ad / 3 Ads	<input type="checkbox"/>
FOCUS eBLAST			
Direct Email Campaign	\$500.00 per Campaign	\$575.00 per Campaign	<input type="checkbox"/>
RETAILER MAILING LIST (PHYSICAL ADDRESSES)			
Spreadsheet w/ 1,900 Addresses	FREE	\$450.00	<input type="checkbox"/>
TOTAL ADVERTISING COST			

Name _____

Street or P.O. _____

City _____ State _____ Zip _____

Phone (_____) _____ Email _____

Signature _____ Date _____

CMN TERMS AND CONDITIONS. Catholic Marketing Network is not liable for typographical errors, incorrect information, or omissions in advertising artwork and information provided by advertiser. Cancellations or changes on advertising are not accepted after stated due date for publication. Timely payment is expected once invoice is received. 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. All advertising must be consistent with the mission of Catholic Marketing Network. All products or services advertised by CMN must align with the Magisterium and Catechism of the Catholic Church.