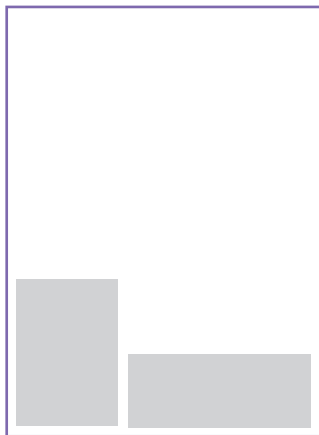


## 2012 ADVERTISING INFORMATION

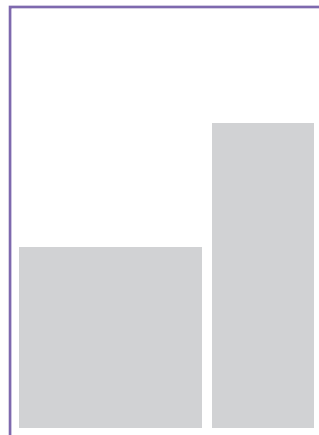
*The Prairie Messenger is a subscription-paid newspaper, 45 issues a year. It is approved for all Catholic dioceses in Saskatchewan and Manitoba. It also has subscribers outside these two provinces.*

**For more information please contact Advertising at 306-682-1772 or email: [pm.ads@stpeterspress.ca](mailto:pm.ads@stpeterspress.ca)**

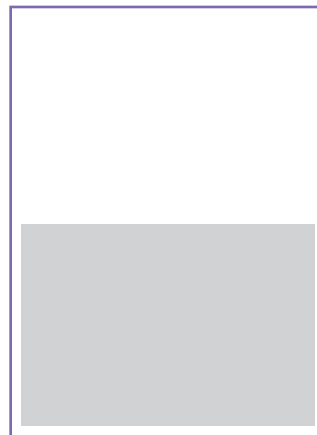
### Ad sizes and rates:



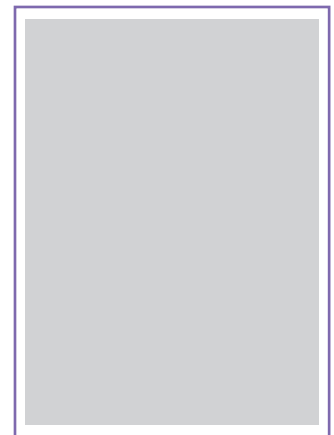
**1/8 Page**  
Vertical: 4" x 4 2/3"  
Horizontal: 6" x 3 1/8"  
**\$126.50**



**1/4 Page**  
Vertical: 4" x 9 1/3"  
Horizontal: 6" x 6.25"  
**\$246.25**



**1/2 Page**  
10 1/8" x 7.5"  
**\$477.00**



**Full Page**  
10 1/8" x 15"  
**\$892.50**

**Professional Directory Advertising:** 1 column (2") x 1 inch - \$356.75 per year

**Small Packages Ads - for parish events:** \$15.85 for first 60 words, \$4 for each additional 25 words.

*Second and subsequent insertions half-price.*

**Pre-printed Inserts:** Rates upon request.

### Ad Electronic Requirements:

Programs in use on the Mac platform: QuarkXPress 8, Adobe Photoshop 8, Microsoft Word, InDesign CS2, Adobe Acrobat 8 and Adobe Illustrator. Files may be sent as pdf, tif, and eps.

### Discounts:

20% discount on four or more insertions of the same ad.

15% discount to recognized advertising agencies.

**Advertising Deadline:** 12 days prior to publication date. Publishing day is Wednesday.