ADVERTISING GUIDELINES

TERMS AND CONDITIONS

• Southwest Michigan Catholic reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.

• All copy is subject to the approval of Southwest Michigan Catholic.

• Southwest Michigan Catholic reserves the right to insert the word “advertisement” above or below any copy.

• Southwest Michigan Catholic reserves the right to adjust advertising rates at any time upon 30 days written notice.

• Cancellations or changes in orders may not be made by the advertiser nor its agency after the reservation closing date.

• Positioning of advertisements is at the discretion of Southwest Michigan Catholic except where a request for a specific preferred position is acknowledged by Southwest Michigan Catholic in writing.

BILLING AND CREDIT TERMS

Payment terms are net 30. After 30 days, if payment is not made, the legal finance charge of 1.5% will be added to all outstanding balances.

PRINTING SPECIFICATIONS

• Acceptable file format: PDF with embedded fonts is preferred (set distiller to “Press Quality”).

• Ads also can be accepted in EPS, PDF, JPEG, Adobe® Illustrator® and Photoshop® files. These files must include true type fonts and art.

• All ads must be exact size at 100%, 300 dpi.

• Submit files by email to: thageman@diokzoo.org

AD SPECIFICATIONS

FULL COLOR quarterly: 4 issues a year

<table>
<thead>
<tr>
<th>Number of Issues</th>
<th>Per Issue Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>full</td>
<td>half</td>
</tr>
<tr>
<td>1</td>
<td>$700</td>
</tr>
</tbody>
</table>

*Back page ad dimensions are 8” x 8”

AD DETAILS

Cost is per insertion. All prices are for camera-ready material submitted to Southwest Michigan Catholic according to advertising guidelines. Southwest Michigan Catholic also offers design and production services for your convenience.

MAXIMIZE YOUR BUSINESS POTENTIAL with Southwest Michigan Catholic

TERRY L. HAGEMAN
269.903.0173
thageman@diokzoo.org
www.diokzoo.org
215 N. Westnedge Ave.
Kalamazoo, MI 49007

Read the magazine online: www.swmcatholic.org
HISTORY OF THE DIOCESE OF KALAMAZOO

The Catholic Diocese of Kalamazoo was founded on July 21, 1971. The Second Vatican Council called for the creation of smaller dioceses so that bishops could be more available to the people they serve. Five Michigan bishops, the National Council of Catholic Bishop and the Holy Father reviewed a three-year study of existing boundaries and suggestions of Father reviewed a three-year study of national and local areas. It is the largest distributed Catholic magazine in Southwest Michigan with a Catholic readership of close to 22,000 homes.

STATISTICS

- 59 parishes
- Joined as 27 parish collaboratives
- 21 Catholic schools
- 3 high schools
- 2 middle schools
- 16 elementary schools
- Close to 3,000 Catholic school students

WHAT DO READERS SAY?

85%
Makes me feel more connected to my Catholic faith.
55%
I look at an issue more than once.
45%
I share my copy with a friend.
65%
Spend more than 15 minutes with an issue.

Southwest Michigan Catholic appeals equally to all age groups.

PASSIONATE READERS

Two independent readership audits confirm that the format for Southwest Michigan Catholic — which is designed to uplift and inspire through compelling, people-based stories — is passionately read by a wide range of age groups.

NATIONAL AWARDS

Southwest Michigan Catholic is based on a national award-winning format.

2020 ADVERTISING SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD DUE</th>
<th>MAIL DATE</th>
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</thead>
<tbody>
<tr>
<td>Lent/Easter 2020</td>
<td>01/14/2020</td>
<td>03/06/2020</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>05/04/2020</td>
<td>06/12/2020</td>
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<tr>
<td>Fall 2020</td>
<td>07/10/2020</td>
<td>08/14/2020</td>
</tr>
<tr>
<td>Advent/Christmas 2020</td>
<td>10/12/2020</td>
<td>11/17/2020</td>
</tr>
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HOW EFFECTIVE is Southwest Michigan Catholic’s format?

Comments from a range of everyday readers:

“I just finished reading the magazine cover to cover during my adoration hour today, and I was very impressed! Thank you all for creating such a positive and uplifting witness to our faith especially in this troubled time. I look forward to the upcoming issues! Keep up the amazing work!” — JULIE S.

“We just received our first copy of Southwest Michigan Catholic magazine today and we are overjoyed with it. We have both read it cover to cover and think it is going to be a great source of joy and inspiration to us. We want to thank you so much for being so dedicated to our Lord to be a part in such a wonderful magazine. We are looking forward to receiving the next one. We will be praying for you to keep this great publication coming to our home.” — JIM S.