

Nearly 90,000 copies of each issue of *Parable* are mailed directly to Catholic households, hospitals, nursing facilities, colleges, schools and other organizations.

Advertising Rates/Sizes July 1, 2023 — June 30, 2024

Cost is per insertion. All prices are for camera ready material submitted to *Parable* according to advertising guidelines.

Space & Copy

Rates	Dimensions	1X	2X-3X	4X+
Full Page	8" x 10.25"	\$3,500	\$3,000	\$2,500
Half Page (Vertical)	3.875" x 10.25"	\$2,500	\$2,000	\$1,500
Half Page (Horizontal)	8" x 5"	\$2,500	\$2,000	\$1,500
Quarter Page	3.875" x 5"	\$1,000	\$900	\$800
Eighth Page	3.875" x 2.5"	\$700	\$650	\$600

Deadlines

Issue	Artwork Deadline	Publication in the Mail
July/August 2023	4/21/23	6/16/23
September/October 2023	6/23/23	8/18/23
November/December 2023	8/25/23	10/20/23
January/February 2024	10/20/23	12/15/23
March/April 2024	12/22/23	2/16/24
May/June 2024	2/16/24	4/19/24

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Diocese of Manchester
153 Ash St., Manchester, NH 03104

Rate and Advertising Guidelines July 1, 2023 – June 30, 2024

Terms & Conditions

- *Parable* reserves the right to reject, omit or discontinue any ad copy and/or advertiser considered to be objectionable, contrary to the teachings of the Roman Catholic Church, or not recognized by the Bishop of the Diocese of Manchester.
- Advertising in each issue of *Parable* cannot exceed 10 percent of the magazine's total 32 pages. New advertisers should reserve ad space at least a month in advance of the artwork deadline. *Parable* reserves the right to refuse an ad should advertising in a particular issue exceed the 10 percent limit. This does not apply to sponsors, long-term advertisers and advertisers who already committed to multiple ad runs.
- All copy and design is subject to the approval of *Parable*.
- *Parable* reserves the right to insert the words "paid advertisement" above or below any copy.
- We reserve the right to adjust rates at any time upon 30 days written notice.
- Cancellation or changes in orders may not be made by the advertiser or its agency after the reservation closing date.
- Positioning of advertisements is at the discretion of *Parable* except where a request for a specific preferred position is acknowledged by *Parable* in writing.

Billing & Credit Terms

- Invoices are mailed via USPS within 10 days after the magazine is published.
- Payment terms are net 30 days and can be made by check. **Any transactions with credit card will be charged a 3% fee.**

Printing Specifications

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to "Press Quality").
- Ads can also be accepted in EPS, Quark Xpress, Adobe Illustrator, and Photoshop files. These files must include true type fonts and art.
- All ads must be exact size at 100%, 300 dpi; see sizes on the Advertising Rate Sheet.
- Bleed allowance: We do not allow for bleed on ads.
- Submit files by e-mail to editorparable@rcbm.org

Ad Creation

- If your company is in need of design assistance, *Parable* can provide a designer for no fee for the first ad. For all changes after the first ad is created, there will be a fee.
- Send basic ad information, company logo, and any other pertinent information **at least two weeks prior** to the ad reservation deadline.