

| | | |
|------------|----------|--|
| JAN | 1/4/18 | NO PAPER |
| | 1/11/18 | Vicars General (PO) |
| | 1/18/18 | Respect Life Month |
| | 1/25/18 | Catholic Schools Week (PO)/Family |
| FEB | 2/1/18 | Senior Focus |
| | 2/8/18 | Vocations |
| | 2/15/18 | Retreat Centers |
| | 2/22/18 | Regular Issue |
| MAR | 3/1/18 | Cardinal Harvey Tribute |
| | 3/8/18 | Catholic Marriage |
| | 3/15/18 | Building & Renovations |
| | 3/22/18 | Family (PO) |
| | 3/29/18 | Easter Greetings/Fish Fries |
| APR | 4/5/18 | Health & Wellness |
| | 4/12/18 | Regular Issue |
| | 4/19/18 | National Volunteer Week |
| | 4/26/18 | Family (PO) |
| MAY | 5/3/18 | Vacations/Holy Hill |
| | 5/10/18 | Senior Focus/Mother's Day |
| | 5/17/18 | Graduations |
| | 5/24/18 | Memorial Day/Funeral Planning |
| | 5/31/18 | Festivals |
| JUN | 6/7/18 | NO PAPER |
| | 6/14/18 | Vacations |
| | 6/21/18 | NO PAPER |
| | 6/28/18 | Independent Colleges |
| JUL | 7/5/18 | NO PAPER |
| | 7/12/18 | Pilgrimages |
| | 7/19/18 | NO PAPER |
| | 7/26/18 | Retreat Centers |
| AUG | 8/2/18 | NO PAPER |
| | 8/9/18 | Senior Focus |
| | 8/16/18 | NO PAPER |
| | 8/23/18 | Back to School |
| | 8/30/18 | NO PAPER |
| SEP | 9/6/18 | Vacations |
| | 9/13/18 | Regular Issue |
| | 9/20/18 | Family (PO) |
| | 9/27/18 | Building and Renovations |
| OCT | 10/4/18 | Respect Life Month |
| | 10/11/18 | Senior Focus |
| | 10/18/18 | High School Education/Family (PO) |
| | 10/25/18 | Grief & Loss |
| NOV | 11/1/18 | Vocations |
| | 11/8/18 | Directory (PO) |
| | 11/15/18 | 175th |
| | 11/22/18 | NO PAPER |
| | 11/29/18 | Family (PO) |
| DEC | 12/6/18 | Regular Issue |
| | 12/13/18 | Regular Issue |
| | 12/20/18 | Christmas Greetings |
| | 12/27/18 | Regular Issue |
| | 1/3/19 | NO PAPER |

SPECIFICATIONS

Material Requirements:

- InDesign file
- Must send Quark or InDesign file, all images and all fonts including the suitcase and postscripts.

Photo Requirements:

- All photos should be saved as TIFF or EPS
- All photos should be saved as B/W or CMYK
- Resolution should be at least 300 dpi for photos, 300 dpi for line art.

Programs Used

Adobe Illustrator CS6,
Photoshop CS6, Adobe InDesign CS6,
Adobe Acrobat 10

Unacceptable File Formats

Adobe Pagemaker, Microsoft Publisher,
Microsoft PowerPoint

Liability

Catholic Herald reserves the right to replace any font in any ad that defaults or causes problems for the printer.

If any ad file is sent in an unacceptable format, Catholic Herald reserves the right to make any necessary changes and/or recreate the ad using specification guidelines.

CATHOLIC HERALD

Michael Elftman, Advertising Consultant

Phone: 414-769-3477 | Email: elftmanm@archmil.org

Bob Bembenek, Advertising Consultant

Phone: 414-769-3470 | Email: bembenekr@archmil.org

CATHOLICHERALD.ORG