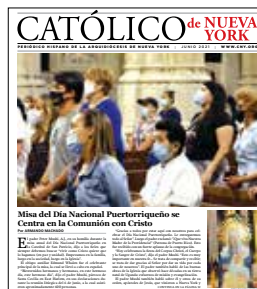


CATHOLIC NEW YORK

AMERICA'S LARGEST CATHOLIC NEWSPAPER

MEDIA KIT 2022

FOR PRINT & DIGITAL



Delivering Catholic community news since 1981.
In print and on the web we are the voice of Catholic New Yorkers.

AMERICA'S LARGEST CATHOLIC NEWSPAPER

CATHOLIC NEW YORK

1011 FIRST AVENUE, 1721 NEW YORK, NY 10022 (212) 688-2399 WWW.CNY.ORG

GENERAL EXCELLENCE:

Catholic New York has won multiple first-place General Excellence honors in the Catholic Press Awards competition. Winning national General Excellence awards means we are consistently producing a high quality newspaper. Bi-weekly subscribers we have an engaged readership and an effective reach. This is why *Catholic New York* should be part of your media plan. The judges called us “a stellar paper that has the advantage of size many other publications do not have. The sheer wealth of information was impressive, and the dynamic energy of the Church in New York leaps out of the pages of this newspaper through its skilled use of photos and an interesting array of news features.”

CATHOLIC NEW YORK...

- is America's Largest Circulation Catholic Newspaper,
- is published bi-weekly, 26 times per year, and dated every other Thursday,
- the reservation & copy deadline is the Tuesday, (9 days prior) to the issue,
- offers a 15% frequency discount for 4 non-profit or 6 for-profit insertions in a 12-month period,
- offers quality 4-color printing for \$250 additional per ad,
- offers three premium positions: centerfold, back cover, first full color page,
- stated advertising rates are effective from 12/31/2022.

FOR MORE INFORMATION, PLEASE CONTACT THE ADVERTISING DEPARTMENT

MATTHEW E. SCHILLER

Advertising & Business Manager

mschiller@cny.org

212.688.2399 x3125

FOR ADVERTISING INQUIRIES PLEASE CALL:

212-688-2399, press '5'

OR EMAIL:

adinquiries@cny.org

**Official Newspaper
for over 2.6 million
Catholics living
in the 10 county area
of the Archdiocese
of New York!**



FOR MORE INFORMATION, PLEASE CONTACT:

MATTHEW E. SCHILLER

Advertising & Business Manager
mschiller@cny.org
212.688.2399 x3125

**2022 STATISTICAL
INFORMATION AND MAP OF THE
ARCHDIOCESE OF NEW YORK**

Cardinals	1
Bishops	8
Diocesan Priests	552
Religious Priests	576
Permanent Deacons	385
Brothers	283
Sisters	2,207
Parishes	288
Catholic Hospitals (patients treated annually)	5 37,500
Homes for Special Care (patients treated annually)	7 3,820
Child Welfare Centers (total assisted annually)	32 1,881
Day Care/Extended Care (total assisted annually)	346 4,550
Special Social Centers (total assisted annually)	1,011 436,123
Diocesan & Religious Seminaries (students)	1 70
Colleges & Universities (students)	9 40,000
High Schools (students)	45 22,685
Elementary Schools (students)	155 39,846
Children in Religious Ed	77,433
Infant Baptisms	16,646
Converts	882
Marriages	3,168
Deaths	11,082
Total Catholics	2,807,298
Total Population	6,238,441
Catholic Population Percentage	45%

CATHOLIC NEW YORK

AMERICA'S LARGEST CATHOLIC NEWSPAPER

CATHOLIC NEW YORK CIRCULATION BY COUNTY

County	Circulation	Percentage
Staten Island	14,966	16.18%
Manhattan	14,670	15.86%
Bronx	13,690	14.80%
Westchester	23,459	25.35%
Putnam	1,128	1.22%
Dutchess	6,810	7.36%
Rockland	6,752	7.30%
Orange	6,770	7.32%
Ulster	3,385	3.66%
Sullivan	870	0.94%
Total	92,500	100.00%



2022 PUBLISHING CALENDAR

MONTH	ISSUE DATES	AD DEADLINE
2022		
JANUARY	1/13	1/4
	01/27	01/18
FEBRUARY	02/10	02/01
	02/24	02/15
MARCH	03/10	03/01
	03/24	03/15
APRIL	04/07	03/29
	04/21	04/12
MAY	05/05	04/26
	05/19	05/10
JUNE	06/02	05/24
	06/16	06/07
	06/30	06/21
JULY	07/14	07/05
	07/28	07/19
AUGUST	08/11	08/02
	08/25	08/16
SEPTEMBER	09/08	08/30
	09/22	09/13
OCTOBER	10/06	09/27
	10/20	10/11
NOVEMBER	11/03	10/25
	11/17	11/08
DECEMBER	12/01	11/22
	12/15	12/06
	12/29	12/20

FOR MORE INFORMATION, PLEASE CONTACT:

MATTHEW E. SCHILLER

Advertising & Business Manager

mschiller@cny.org

212.688.2399 x3125

DOCUMENTS

- Create documents at 100% of printed size. Ads cannot be scaled up in size without negatively affecting quality.
- Build your ad in high resolution format, 200dpi or higher, and use CMYK, NOT RGB.
- Do not use 4/color black type, use 100% black only.
- Fonts with thin or delicate serifs should be avoided, as they will not reproduce well on newsprint.
- Embed all fonts (including system fonts) when creating PDF files.
- Accepted file formats include .jpg, .tiff, .eps, .pdf, .psd.
- We **DO NOT** accept Powerpoint or Word files.
- **CMYK or grayscale color only.** If an ad is received in RGB format, it will be converted to CMYK. Spot and Pantone colors are not recognized in the newspaper industry. If an ad is delivered and is not in CMYK format, it will be converted to the CMYK equivalent, and when printed on newsprint, will NOT match the PMS color as it appears in a Pantone swatchbook.
- **Colors, when viewed on screen, will always look different when printed on newsprint.**

The production department does a quick check of these qualifications and can normally fix any minor issues in order to prep the ads for printing. **The advertiser understands that** an ad not the right size may be slightly adjusted, and dark colors may be converted and lightened.

PUBSET

Ads that need to be completely designed in-house, from start to finish, are pubset ads. Clients who request the free design service will need to supply all necessary assets to the production department. Assets should be of print quality, at 200dpi or higher.

- Text/ad copy, images and logos must be provided by the client. CNY does NOT provide free, licensed, or royalty free images/artwork. Artwork supplied by the advertiser must not be swiped from the internet or an unknown source. ***Understand that just because an image was found online, it doesn't necessarily mean it can be used without copyright. Check the terms of usage for each resource carefully to determine how it can be used. Some resources allow for commercial use, while others are under copyright and available for personal use only. CNY is not responsible for legal entanglements you may encounter as a result of an advertiser using swiped/stolen artwork.**
- Photos and graphics such as JPG, EPS or TIFF, **must be 200 dpi or higher.**
- Any thoughts or special requests about the ads need to be communicated to your account executive.
- Email the materials to your account executive or the production department before the closing date.

PICK UPS AND CHANGES TO PREVIOUSLY-RUN ADS

- **A pick up** is running the exact same ad again.
- **A pick up with change** is a minor change to an ad we have designed within the last year.
- If the artwork is more than one year old, it is in the client's best interest to update their materials and send it again. Technology advances quickly, and clients' information and graphics may have changed.

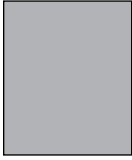
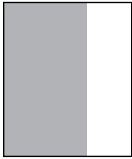
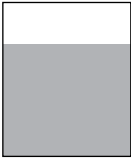
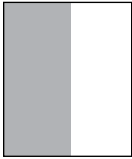
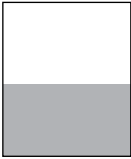
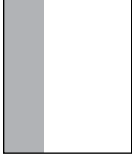
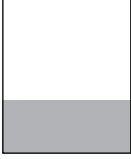
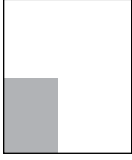
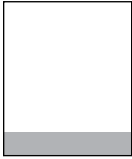
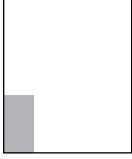
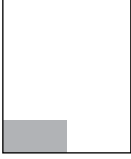
FOR ADVERTISING INQUIRIES: adinquiries@cny.org or 212-688-2399, press '5'

CATHOLIC NEW YORK

AMERICA'S LARGEST CATHOLIC NEWSPAPER

DISPLAY ADVERTISING SIZE AND COST SUMMARY

RATES EFFECTIVE FROM JANUARY 1, 2022

FULL PAGE (color included) \$4,000		Full 9.625" (w) x 10.75" (h)		
2/3 PAGE \$2,700		Vertical 6.3" (w) x 10.75" (h)		Horizontal 9.625" (w) x 7.25" (h)
1/2 PAGE \$2,000		Vertical 4.7" (w) x 10.75" (h)		Horizontal 9.625" (w) x 5.25" (h)
1/3 PAGE \$1,350		Vertical 3" (w) x 10.75" (h)		Horizontal 9.625" (w) x 3.5" (h)
1/4 PAGE \$1,000		Horizontal 4.7" (w) x 5.25" (h)		
1/5 PAGE \$800		Banner 9.625" (w) x 2.25" (h)		
1/8 PAGE \$500		Vertical 3" (w) x 4" (h)		Horizontal 4.7" (w) x 2.5" (h)

PREMIUM POSITIONS (color included)

DIMENSIONS (W x H)

COST

First Full Color Page	9.625" x 10.75"	\$4,795
Back Cover	9.625" x 10.75"	\$5,250
Centerfold	20.25" x 10.75"	\$10,500
All Other Ad Sizes	Full Color	\$250 per ad

CATÓLICO DE NUEVA YORK

PERIÓDICO HISPANO DE LA
ARQUIDIÓCESIS DE NUEVA YORK


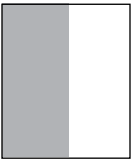

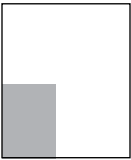

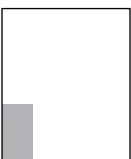

DISPLAY ADVERTISING SIZE AND COST SUMMARY

RATES EFFECTIVE FROM JANUARY 1, 2022

ALL ADVERTISING MUST BE IN SPANISH

4-COLOR PRINTING AVAILABLE FOR \$125

**Published Monthly in Spanish and Distributed throughout the Archdiocese of New York
by CATHOLIC NEW YORK, America's Largest Catholic Newspaper**

<p>FULL PAGE (color included) \$2,500</p>		<p>Full 9.625" (w) x 10.75" (h)</p>	
<p>1/2 PAGE \$1,250</p>		<p>Vertical 4.7" (w) x 10.75" (h)</p>	 <p>Horizontal 9.625" (w) x 5.25" (h)</p>
<p>1/4 PAGE \$625</p>		<p>Horizontal 4.7" (w) x 5.25" (h)</p>	
<p>1/5 PAGE \$500</p>		<p>Banner 9.625" (w) x 2.25" (h)</p>	
<p>1/8 PAGE \$300</p>		<p>Vertical 3" (w) x 4" (h)</p>	 <p>Horizontal 4.7" (w) x 2.5" (h)</p>

Católico de Nueva York is the new monthly publication created to reach the growing Hispanic/Latino Catholic community in the Archdiocese of New York. All content and advertising will be published entirely in Spanish as part of our mission to Evangelize and Communicate.

With the Hispanic population of the Archdiocese of New York reaching almost 45% there are over 155 churches with significant Hispanic communities. These parishes celebrate Mass and the sacraments in Spanish. **Católico de Nueva York** will be distributed to all parishes in the Archdiocese of New York as a special monthly insert within Catholic New York. Catholic New York is well known in all the parishes of the Archdiocese and this new publication focused on the Hispanic community will be welcomed by them.

Católico de Nueva York is an effective, targeted way to reach this large Catholic audience in Spanish. For more information, please contact Matthew Schiller at 212-688-2399, ext. 3123, or by email at mschiller@cny.org

PRE-PRINTED FREE STANDING INSERTS

The majority of *Catholic New York* readers receive their bi-weekly issues by mail right in their home. You have the opportunity to insert your pre-printed inserts at a fraction of what it would cost to mail them directly to the subscriber households. Inserts can reach our total circulation or you may select either of two zones. *Catholic New York's* paid circulation covers the 3 New York City boroughs plus the 7 NY Metro Area counties in the Archdiocese of New York listed below. The option of full run or zone distribution enables inserts to reach your target markets better.

PRE-PRINTED INSERT RATES

# of Pgs	Net Cost Per M	Total Circulation (All 10 Counties)	City Zone Manhattan, Staten Island, Bronx	Suburban Zone Westchester, Rockland, Putnam, Orange, Ulster, Dutchess, Sullivan
		92,529	39,478	53,051
1-4	\$48.00	\$4,441.39	\$1,894.94	\$2,546.45

- Rates are non-commissionable, net to *Catholic New York*.
- Circulation data quoted is based on our annual postal statement.
- Costs are estimated; exact cost will be based on actual circulation of the issue but no higher than the amount ordered.
- More than one insert could appear in an issue or zone – no exclusives granted.
- Inserts are subject to prior approval and must meet all U.S. Postal and inserting requirements.
- Send sample insert or pdf of planned insert to your *Catholic New York* Account Executive for advance approval before scheduling the insert.
- Pre-printed inserts must be delivered no later than 1 week before the issue date and should include the total circulation to be distributed plus 500 additional copies to cover spoilage.
- Send 12 copies of the actual pre-printed insert to your *Catholic New York* Account Executive for weight and size verification.

PRE-PRINTED INSERT SHIPPING SPECIFICATIONS:

Inserts are to be delivered prepaid Monday through Friday from 8 am to 4 pm. Other receiving hours are available upon request. Bill of lading must have name of account, number of skids, amount per skid, total quantity, publication date and name of publication in which preprint is to be inserted.

Inserts are to be brick-stacked, in consistent turns of 100 – not to exceed 500 per bundle, and NOT tied, with the entire skid strapped or encased in plastic (shrink wrap should not curl edges on inserts).

SHIP ALL INSERTS TO:

Logistics Supervisor, The Record
100 Commons Way, Rockaway NJ 07866
973-586-8133 or 973-586-8063

IN-HOUSE PRINTED INSERTS

The majority of *Catholic New York* readers receive their bi-monthly issue by mail in their home. Advertisers now have an opportunity to insert their own inserts printed by *Catholic New York* on glossy 80 lb. stock into any issue at a fraction of what it would cost to mail directly to the subscriber households. Advertisers can mail inserts to our total circulation or they may select one or more areas from our separate circulation zones. *Catholic New York's* paid circulation covers the ten counties of the Archdiocese of New York. Please see the map of the archdiocese on page 3 in this media kit. These options of full run and selected zone distribution enable advertisers to target their specific markets.

We now offer print and insert services for 1, 2 or 4 page color inserts printed from your high resolution file on 80 lb glossy coated paper. We can also provide graphic design assistance if needed at no additional charge. Inserts are printed on 8.5 x 11 for one or two-sided sheets. **Artwork for the in-house printing of inserts must be provided no later than 14 days before the issue date.**

IN-HOUSE PRINTED INSERT RATE AND ZONE CIRCULATION

# of Pgs	Cost Per M	Total Circulation Coverage	City Zone Manhattan Staten Island Bronx	Suburban Zone Westchester, Rockland, Putnam, Orange, Ulster Dutchess, Sullivan
		92,529	39,478	53,051
1-4	\$70.00	\$6,477.03	\$2,763.46	\$3,713.57

The collage displays four distinct insert types:

- Calendar de Liturgias Hispánicas:** A monthly liturgical calendar for Hispanic Catholics, listing dates and specific Masses for various parishes.
- RENEW + REBUILD:** A logo for a parish initiative, accompanied by an article titled "RENEW + REBUILD PARISHES RESPOND TO COVID-19 CRISIS WITH STRONG LEADERSHIP AND UNWAVERING FAITH".
- Hope for the Holidays:** A graphic with a star and the text "WE NEED YOUR HELP TO BRING CHRISTMAS TO PEOPLE IN NEED".
- The Bowery Mission:** A detailed appeal for Christmas help, featuring photos of volunteers and text explaining the mission's needs during the holiday season.

FRONT PAGE AD STICKERS

At Catholic New York, we can help you draw reader attention with a custom advertising solution. We now offer Front Page Ad Stickers, a targeted specialty product,

Front Page Ad Stickers are a premium ad unit placed on the front page of the paper. They attract attention and because they are easily peeled off they do not keep a subscriber from reading the entire front page.

Included in the price, we will custom design a 3"x 3" Ad Sticker for you, have the labels printed and placed on the Front Page. There is only 1 Ad Sticker per issue giving your message exclusive prominence!

Ad Stickers can buy used to promote special events, seasonal programs, activities and especially Open Houses. Your Ad Sticker can be place on a full run of an issue or in a zone such as our City Zone (Staten Island, Manhattan and the Bronx) or the Suburban Zone (Westchester and the upper Hudson Valley Counties).

Please see below for circulation, zoning and pricing.

AD STICKERS		\$31.00
City Zone Manhattan, Staten Island, Bronx	39,478	\$1,223.82
Suburban Zone Westchester, Rockland, Putnam, Orange, Ulster, Dutchess, Sullivan	53,051	\$1,644.58
Full Run Total	92,529	\$2,723.10

**Gate of Heaven Cemetery
OPEN HOUSE WEEKEND**
10 West Stevens Ave. Hawthorne, NY

**Saturday, May 18th 1:00-4:00 p.m.
Sunday, May 19th 10:00-4:00 p.m.**

**Discounts available on ALL
crypts and graves**
ONLY if purchased on Open House dates!

Call for information: 914-769-3672
**SEE OUR HALF-PAGE AD
IN THIS ISSUE**

**EL CATÓLICO
DE NUEVA YORK**

**de este mes está
en este número de**

**CATHOLIC
NEW YORK**

**OPEN HOUSE WEEK!
Ascension Cemetery**
650 Saddle River Road. Airmont, NY

**Monday, October 28th thru
Saturday, November 2**

**Discounts on all Crypts,
Niches and Graves**
(during Open House week only)
(Sacred Hearts of Jesus and Mary
section excluded)

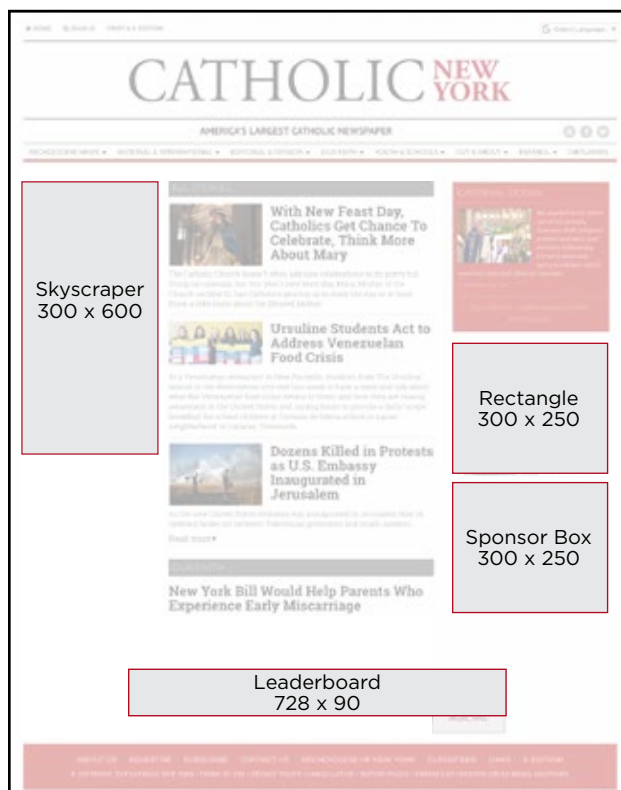
Call for information at 845-352-7220
**SEE OUR FULL PAGE AD
IN THIS ISSUE**

A first-class website is essential to informing and educating the nearly 3 million Catholics in the Archdiocese of New York. We engage a broad audience with local and world news, original content, commentary video and slideshow presentations. This is especially important because research shows that publication websites are reaching a new, younger audience through a medium they use every day. We invite you to join us at www.cny.org.

Based on data from Google Analytics, our website delivered a monthly average of over 400,000 impressions for the branded messages in prominent positions rotating throughout our website. There are sizes available for your advertising budget and the ads link our visitors directly to the specific web address of your choice. You can provide your own graphics or we can help you create a high-quality web banner that will deliver your message with impact.

CNY.ORG WEB ADVERTISING RATES AND SIZES (effective from 12/31/2020)

Name	Position	Pixels	1 month	3 months	6 months	12 months
Skyscraper	R.O.S.	300x600	\$500 per month	\$450 per month	\$425 per month	\$400
Leaderboard	R.O.S.	728x90	\$450 per month	\$405 per month	\$380 per month	\$360 per month
Rectangle	R.O.S.	300x250	\$400 per month	\$360 per month	\$340 per month	\$320 per month
Sponsor Box	Section Page	300x250	\$300 per month	\$270 per month	\$255 per month	\$240 per month



SPECIFICATIONS:

- Our website is designed to feature digital banner advertising in 3 standard IAB sizes (300 x 250, 300 x 600, 728 x 90).
- The layout is responsive and adapts to desktop, tablet and mobile screens.
- In order to serve the 728 x 90 Leaderboard ads to mobile devices, we also need a 300 x 250 Rectangle file, which will display better on the narrower screen without distortion.
- Rates are per month and client will be billed monthly.
- Web ad files can be submitted in jpg, gif, png, swf (multimedia flash) formats.
- Ads are placed on a Run of Site (ROS) rotating basis or in a fixed page position (Sponsorship) basis.
- All ads are subject to the publisher's approval.
- Artwork may be updated on a monthly basis.

CATHOLIC NEW YORK

AMERICA'S LARGEST CATHOLIC NEWSPAPER

COMMUNITY CLASSIFIED ADVERTISING RATES

RATES EFFECTIVE FROM JANUARY 1, 2022

Catholic New York is published bi-weekly.

Catholic New York is dated Thursday.

Circulation: 92,500 A.A.M. Audited

Distribution: 10 Counties of the Archdiocese of New York: Manhattan, Staten Island, Bronx, Westchester, Rockland, Putnam, Orange, Dutchess, Ulster, Sullivan

CLASSIFIED LINE RATES

Four line minimum. (6.5 point type)
Based on 30 characters per line. (Approx. 4-5 words per line).
Seven columns per page.

EMPLOYMENT SECTION

1 Issue.....	\$10.00 per line
2 Issues.....	\$ 9.20 per line
4 Issues.....	\$ 8.60 per line
8 Issues.....	\$ 8.00 per line
12 Issues.....	\$ 7.40 per line

REAL ESTATE SECTION

1 Issue.....	\$10.00 per line
2 Issues.....	\$ 8.60 per line
4 Issues.....	\$ 7.40 per line

LEGAL

NOTICE RATE \$4.30 per Agate line

NON-COMMERCIAL CLASSIFICATIONS

1 Issue.....	\$6.40 per line
2 Issues.....	\$ 5.80 per line
4 Issues.....	\$ 5.20 per line
8 Issues.....	\$ 4.80 per line
12 Issues.....	\$ 4.40 per line

PROFESSIONAL/BUSINESS SERVICE SECTION

1 Issue.....	\$10.00 per line
2 Issues.....	\$ 8.60 per line
4 Issues.....	\$ 8.00 per line
12 Issues.....	\$ 7.40 per line

CLASSIFIED DISPLAY RATES

1 Issue	\$70.00 per inch
2 Issues.....	\$66.50 per inch
4 Issues.....	\$63.00 per inch
8 Issues.....	\$59.50 per inch
12 or more issues	\$56.00 per inch

Column Widths

2 columns.....	2 3/4" (16.5 picas)
3 columns.....	4 1/8" (25 picas)
4 columns.....	5 1/2" (33.5 picas)
5 columns.....	6 13/16" (41 picas)

(We accept PDF, Photoshop and InDesign file formats.)

Phone: 212-688-2399 ext. 3142 • Fax: 212-688-2642 • E-mail: class@cny.org

www.cny.org

Deadline: Friday 4:00 pm prior to issue date.

MATTHEW E. SCHILLER Advertising & Business Manager mschiller@cny.org 212.688.2399 x3125

1. PUBLISHED BY

Ecclesiastical Communications Corp.

1011 First Avenue, New York, NY 10022

(212) 688-2399 Fax (212) 688-2642

Website: www.cny.org

Official newspaper of the Roman Catholic Archdiocese of New York. Established 1981.

Annual Subscription Rate - \$26, single copy - \$1.00

Published bi-weekly, issue dated every other Thursday.

Member of Catholic Media Association and New York Press Association.

Tabloid format 6 columns. Full page image area 9.625" x 10.75".

2. CLOSING AND DEADLINES

For Display Advertising: space orders, copy and artwork deadline is Tuesday at 5 pm of week prior to issue date.

For Classified Advertising: deadline is Friday at 5 pm of week prior to issue date.

3. TERMS

Accounts billed upon publication, due in full on presentation. Payment with order required for first time advertisers and all Mail Order and Travel advertising. Credit and Debit Cards accepted.

Advertising Agency Commission - 15% to recognized agencies. Advertiser and its agency are jointly responsible for payment of all ads placed.

4. SPECIAL FEATURED ADVERTISING

Call the advertising department or email adinquiries@cny.org for a calendar of our special advertising themed sections throughout the year.

5. PREMIUM POSITIONS

Full Centerfold, Back cover, and First full color page are available at a premium rate, which includes full color.

No other positions are guaranteed.

6. DISPLAY ADVERTISING

Email advertising inquiries to: adinquiries@cny.org

Modular size ads only - minimum size: one eighth of a page.

Free graphic design and typesetting services available. Proofs supplied on request.

Copy of publication mailed to all advertisers. Media Kit available on request.

If a frequency discount is offered, all advertising will be re-billed at full rate if schedule is cancelled.

Adobe Acrobat PDF format strongly preferred. All fonts, graphics and logos must be properly embedded, and all color settings must be in CMYK. Minimum resolution for all photos and logos is 200 dpi. 72 dpi photos from websites are not usable.

E-mail advertising artwork to: ads@cny.org, or call for FTP information.

7. PREPRINTED AND CUSTOM PRINTED INSERT RATES & ZONES

Inserts can be placed in full run or selected zones.

Exact total cost will be calculated at time of insertion based on current circulation and size of insert. Size not to exceed 9 x 11 inches. At least 12 sample copies of pre-printed insert must be submitted in advance for publisher approval and to be sure it meets U.S. Postal requirements.

We also offer custom printing of inserts for our advertisers.

8. CLASSIFIED ADVERTISING

Please email class@cny.org or visit our web site www.cny.org for rates and information. We publish both the text of our classifieds and the page pdfs to our website after every issue. We accept Commercial advertising (Help Wanted, Real Estate, Business Services, etc.) and Non-Commercial Advertising (Real Estate, Items for Sale, Personal Notices, etc.) We also publish Legal Notices, In Memoriams, and Acknowledgements. Classified Display Advertising (minimum 2 columns wide). Please call for rates and price quotes on specific ads.

9. POLICIES AND CONDITIONS

- All advertisements are subject to publisher's approval.
- *Catholic New York* reserves the right to reject or cancel any advertising at any time.
- No alcoholic beverage, tobacco or political advertising accepted.
- Cancellations cannot be accepted after the issue closing date.
- Early Cancellation of an advertising schedule, which is earning a frequency discount, before the full insertion commitment is fulfilled will result in the elimination of the frequency discount on all earlier insertions. Advertiser will be billed for each ad already published at the full open rate.
- *Catholic New York* will not be liable for errors in advertisements beyond the first insertion. Advertiser will be entitled to refund of advertisement price paid, or insertion in next available issue, at the publisher's option.
- *Catholic New York* will not be liable for errors or omissions in, or failure to insert, any advertisement for which it may be responsible beyond cost of actual space in which error or failure to insert occurred.
- Position cannot be guaranteed. No credit or allowances for position given.

The above policies apply to all advertising published by *Catholic New York* in print or digital form.

Catholic New York will not be bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions of publisher's policies.

Advertisers and advertising agencies will indemnify and hold harmless *Catholic New York*, its officers, agents, employees and contractors for all content and information supplied to publisher, including text, representations and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of pre-printed inserts, deficient postage.

Catholic New York shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher is contained, if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of *Catholic New York*.

