### ADVERTISING GUIDELINES

#### TERMS AND CONDITIONS
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- All copy is subject to the approval of **FAITH West Tennessee**.
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- We reserve the right to adjust advertising rates at anytime upon 30 days written notice.
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#### 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
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### Ad specifications

#### FULL COLOR MONTHLY: 10 ISSUES A YEAR

<table>
<thead>
<tr>
<th>NUMBER OF ISSUES</th>
<th>FULL</th>
<th>HALF</th>
<th>QUARTER</th>
<th>EIGHTH</th>
<th>INSIDE BACK COVER</th>
<th>BACK COVER</th>
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<tbody>
<tr>
<td>1</td>
<td>$1,100</td>
<td>$660</td>
<td>$396</td>
<td>$238</td>
<td>$1,210</td>
<td>$1,540</td>
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<tr>
<td>2 to 9</td>
<td>$990</td>
<td>$594</td>
<td>$356</td>
<td>$214</td>
<td>$1,089</td>
<td>$1,386</td>
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<tr>
<td>10</td>
<td>$842</td>
<td>$505</td>
<td>$303</td>
<td>$182</td>
<td>$926</td>
<td>$1,178</td>
</tr>
</tbody>
</table>

#### MAXIMIZE YOUR BUSINESS POTENTIAL WITH MEMPHIS’ ONLY CATHOLIC MAGAZINE

Lorena Monge  | 901.373.1209  
lorena.monge@cc.cdom.org  | www.cdom.org

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WHY ADVERTISE?

• The largest distributed Catholic magazine in Memphis
• Full color ads
• Premium ad positions
• High pass-along rate
• Proven readership
• Appeals to all ages
• Establishes credibility in your market
• Award-winning format
• Design services available

HIGH IMPACT

FAITH West Tennessee is a high-quality publication produced 10 times per year and is mailed to homes throughout the Diocese of Memphis.

PASSIONATE READERS

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

NATIONAL AWARDS

FAITH West Tennessee is based on a national award-winning format. Work done by the Diocese of Memphis’ staff and associates has been republished in other periodicals because of quality and topic relevance.

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.

FAITH WEST TENNESSEE APPEALS EQUALLY TO ALL AGE GROUPS.

In some respects the editors... have found the holy grail long sought by their colleagues in the Catholic press. They have shown that it is possible to publish a diocesan publication that appeals equally to all age groups.

STATISTICS ARE FROM PUBLISHERS INFORMATION CENTER

Due dates

<table>
<thead>
<tr>
<th>2019</th>
<th>Ad reservation</th>
<th>Ads due</th>
<th>Mail date</th>
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</thead>
<tbody>
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<td>April</td>
<td>2/13/2019</td>
<td>2/20/2019</td>
<td>3/15/2019</td>
</tr>
<tr>
<td>Sept</td>
<td>7/17/2019</td>
<td>7/24/2019</td>
<td>8/19/2019</td>
</tr>
<tr>
<td>Oct</td>
<td>8/19/2019</td>
<td>8/26/2019</td>
<td>9/20/2019</td>
</tr>
<tr>
<td>Nov</td>
<td>9/17/2019</td>
<td>9/24/2019</td>
<td>10/18/2019</td>
</tr>
<tr>
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<td>10/16/2019</td>
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<td>11/18/2019</td>
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COMMENTS FROM A RANGE OF EVERYDAY READERS

When I picked up the new issue... I expected to browse through a parochial religious publication. Instead, I found a refreshing look at the local Catholic community. It offers a standing invitation that gives me hope.

– A LOCAL BUSINESS EXECUTIVE

This magazine serves as a great communication vehicle that delivers the Catholic message very well. The magazine presents a wide assortment of local articles that are very informative.

– A MARKETING EXECUTIVE

Congratulations! This is a wonderful source of knowledge and inspiration. I look forward to reading each issue. The style and format is very creative and informative. I must admit that every issue... gets better.

– AN ARTIST
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