

advertising guidelines

Terms and Conditions

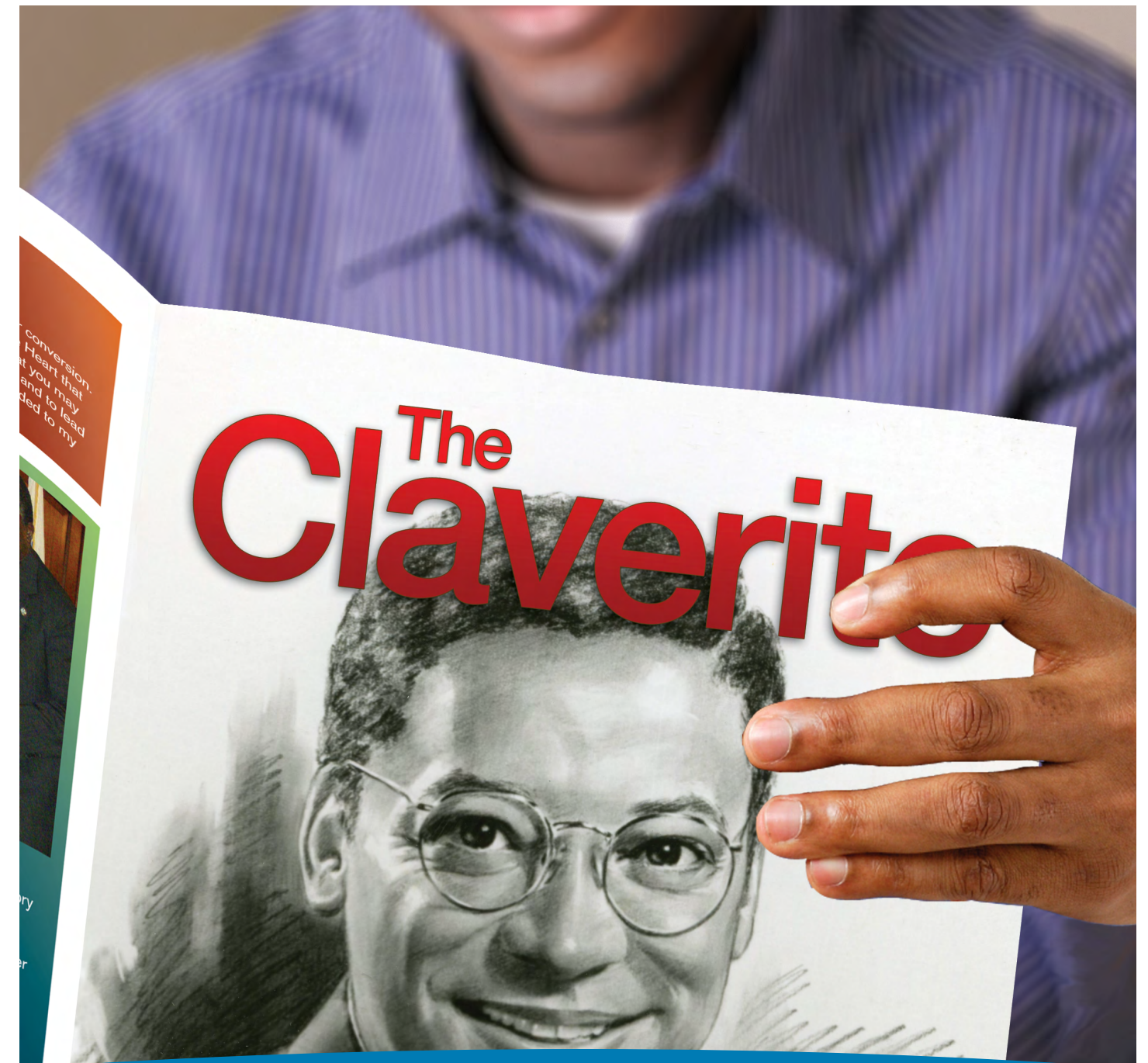
- Publisher reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.
- All copy is subject to the approval of the publisher.
- Publisher reserves the right to insert the word “advertisement” above or below any copy.
- We reserve 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 the publisher except where a request for a specific preferred position is acknowledged by the publisher 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 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.
- Submit files by e-mail to: claverite@kofpc.org



Maximize your
business potential
with the magazine of
the Knights of Peter Claver

Contact Athanase J. Jones, Jr.
904.742.1758 E-mail: athanasej@kofpc.org

The Knights of Peter Claver

The
Claverite

the magazine of the Knights of Peter Claver, Inc.

why advertise

High impact

The Claverite is a high-quality publication produced semi-annually and distributed to 18,000 Catholic family members throughout the United States.



- Distributed to 18,000 homes
- Full color ads
- Premium ad positions
- Proven readership
- Establishes credibility in your market

Passionate readers

The Claverite is the cornerstone publication of the Knights of Peter Claver, Inc. and aids in the success and longevity of our 100 years of Catholic action. Members are passionate in providing a strong commitment to the church, the organization, and their community through zealous service.

ad details

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



for more information:

Athanase J. Jones, Jr.
904.742.1758

E-mail:
athanasej@kofpc.org

Mailing Address:
The Claverite
Knights of Peter Claver, Inc.
1825 Orleans Avenue
New Orleans, LA 70116-2825



the magazine of the Knights of Peter Claver, Inc.

how effective is the Claverite format?

Comments from our readers...

“The Claverite is a first class publication that not only reaches our members but has viral appeal to family members and parishioners across the country... it is a ready-made marketing tool”
- Judge Arthur C. McFarland, Former KPC CEO and Chairman of the Board

“From our ranks [KPC] are found some of the most strident black Catholics around. We have made, and are making, an imprint on the Church in America”
- Bishop Joseph N. Perry, Auxiliary Bishop of Chicago, Former KPC National Chaplain

“With each issue of the Claverite, my admiration for the Knights of Peter Claver deepens. All branches of the Knights have but a single goal—to make all their members more committed followers of the Lord Jesus and of his Church, while instilling pride in their black heritage.”
- Victor Galeone, Bishop of St. Augustine

ad specifications

FULL COLOR Semi-Annually: 2 issues a year

| number of issues | ad placement | per run cost | | |
|------------------|----------------------|--------------|-------|---------|
| | | full | half | quarter |
| 1 | back cover (8"x8.5") | \$560 | | |
| | inside | \$400 | \$220 | \$132 |
| 2 | back cover (8"x8.5") | \$504 | | |
| | inside | \$360 | \$198 | \$119 |
| 3+ | back cover (8"x8.5") | \$448 | | |
| | inside | \$320 | \$176 | \$105 |

ad specifications • FULL COLOR

Full Page

**8"
x
10.25"**

NOTE:
BACK COVER
8"X8.5"

Half Page

**3.875"
x
10.25"**

Half Page

8" x 5"

Quarter Page

3.875" x 5"