



## INSERTION RATES AND REQUIREMENTS

### Why use inserts in *The Observer*?

1. You can save money! You can reach Catholic families in the Rockford Diocese with your advertising insert for about 5.8 cents each. That's only \$58/thousand: far less than standard postal costs, even at bulk rates.
2. You can reach a targeted audience. *The Observer* is the best way to reach Catholic homes in the Diocese of Rockford. *The Observer* is delivered to paid subscribers in 11 Northern Illinois counties.
3. Your message can be designed the way you want it. Your insert can be created in a one-color or multi-color format and can be made as simple or complex as your creative skills and budget allow.
4. You can even target your message to specified areas of the diocese. Your insert can be sent to the entire *Observer* subscription list or only to the areas you specify. We have four individual zones available to you. There is no extra charge to target these individual areas.
5. You receive the assistance of *The Observer* staff all the way through the process.

*We are eager to discuss your needs and assist you wherever possible in preparing and distributing your message to our diocesan family.*

For rates and further information contact  
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815-399-4300 ext. 385  
[kmccarthy@rockforddiocese.org](mailto:kmccarthy@rockforddiocese.org)



Reach over  
**25,000 households**  
each week!

### INSERT REQUIREMENTS\*\*

1. Insert pieces maximum size is 8.5" x 11". But the insert may be folded to meet that dimensional requirement.
2. Total Advertising Area. Total surface area of the insert must be no greater than the equivalent of 8 sides 8.5" x 11". That's almost 750 square inches of advertising space. Two 11" x 17" sheets folded or four 8.5" x 11" sheets, when printed on both sides will meet this requirement.
3. Additional cost for folding or for larger pieces. Advertiser will be liable for additional costs for larger advertising surface area or for folding larger pieces to meet the 8.5" x 11" size requirement.
4. Inserts may be tri-folded. Single sheets that are tri-folded are retained more securely in the paper.
5. Insert may be stapled. Insert pages may be stapled. It is not necessary to "sticky-tab" the open side. Folded or stapled advertising brochures work well as an insert.
6. Insert price does not include printing. Advertisers may design and print the insert at the facility of their choice. Insert price does not include graphic services or printing costs.
7. Deliver to our printer two weeks in advance. The inserts must be received, banded and skidded, at our printer's facility in DeKalb at least 2 weeks in advance. Insert price does not include shipping costs. Each carton must be labeled with: "Attn: Cindy - For Observer issue (insert the issue date)"
8. Deliver 2 samples to *The Observer*. MUST arrive **NO LATER THAN** 2 weeks prior to insertion date.

\*\* Subject to change without notice