



Maryland Catholic
Women's Conference

MCWC 2024 Program Advertisement Rates		
Location/Size	Cost - Black & White	Cost - Color
Back Cover - Full Page	SOLD	
Inside - Full Page	\$150	\$175
Inside - Half Page	\$100	\$125
Inside - Quarter Page	\$50	\$75
Artwork Deadline: Friday, Oct 4, 2024 (.png files)		

Ad Sizes

Full-Page Ad

8.5" wide x 11.0" high. Add minimum 0.125" bleed on all sides. Allow 0.5" safety on all sides.

Half-Page Horizontal Ad

8.5" wide x 5.5" high. Add minimum 0.125" bleed on all sides. Allow 0.5" safety on all sides.

7.5" wide x 5.0" high. No bleeds necessary.

Quarter-Page Ad

4.25" wide x 5.5" high. Add minimum 0.125" bleed on all sides. Allow 0.5" safety on all sides.

3.75" wide x 5.0" high. No bleeds necessary.

Production Specs:

File Name

Ad files should use the following naming format:

[Your Company Name] – [Ad Size] -MCWC2024

Examples:

StMarkParish-FullPage-MCWC2024.png

BaltimoreBasilica-HalfPage-MCWC2024.png

CatholicBookStore-QuarterPage-MCWC2024.org



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Resolution

Images must be 300 pixels per inch at printed size. This includes embedded images.

Ad Color

Black & White or 4-color. Images and graphics should be in CMYK color space. Ads provided in RGB color space or with spot colors will be converted to CMYK and undesirable color changes may occur. We will make every effort to preserve the intended appearance, but no guarantee can be offered.

Software, Output, Formats

We prefer to receive ads in CMYK "High Quality" JPEG or PNG format. If you have purchased a full page ad an CMYK PDF format is okay. Please generate the PDF using the "X-1a" (best), "Press Quality" or "High Quality Print" settings.

Note: We cannot accept and print from Microsoft Word, Excel, PowerPoint or other office software files.

Deadline: All ads are due by Friday, Oct 4, 2024

Contact: marylandcatholicwomen@gmail.com