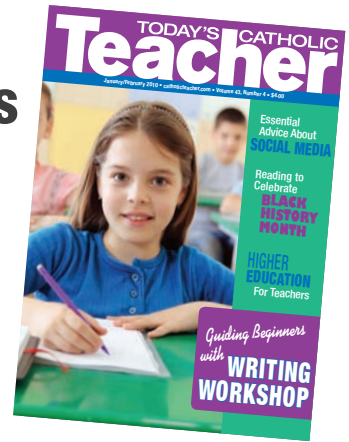


More is Better

The more your prospects see your message, the more likely they are to choose your product.

That's because frequency advertisers earn exclusive marketing bonuses. Not only does your three-time or six-time advertising contract with *Today's Catholic Teacher* increase your brand recognition, it also gives you the benefit of marketing bonuses. These frequency advertiser bonuses greatly increase your total marketing impact over any single-issue placement.



Three-Time Advertisers

Half-Page or Larger Ads

- 1,000 direct mail names
- Today's Market Place ad

Full-Page Ads

- Banner ad on our website
- 1,000 direct mail names
- Today's Market Place ad

Six-Time Advertisers

Half-Page or Larger Ads

- Custom email blast
- Banner ad on our website
- 1,000 direct mail names
- Today's Market Place ad

Full-Page Ads

- Custom email blast
- Banner ad on our website
- 1,000 direct mail names
- Today's Market Place ad

Plus, choose two additional items from the following market support bonuses:

- Roundtable discussion
- Complimentary one-year subscription for your sales staff
- Custom target mailer

MARKETING BONUSES

- ▶ **Today's Market Place Ad** - These 1/6-page ads allow you to advertise a specific product or service.
- ▶ **Direct Mail Names** - Receive direct mail names from the most complete database of Catholic educators in the country.
- ▶ **Banner Ads** - Generate brand awareness, increase traffic to your website, or increase sales with a banner ad on todayscatholicteacher.com.
- ▶ **Roundtable Discussion with Principals or Teachers** - Discover the attitudes, perceptions, vocabulary, and thinking patterns of your customers through a roundtable discussion, custom designed for you and hosted by *Today's Catholic Teacher*.
- ▶ **Complimentary Copies for Your Staff** - A complimentary copy of each issue of *Today's Catholic Teacher* will be sent to your sales staff so they can see how your ad supports their sales. Copies of *Today's Catholic Teacher* make great sales conversation starters.

