

# **NATIONAL CATHOLIC SCHOOLS WEEK GUIDE**

## **AD & DIRECTORY SPECIFICATIONS**

**Live Jan. 21 to Feb. 1, 2025**

For Sales, Call (626) 737-8486 Extension 8

For Production/Customer Service, Call (626) 737-8486 Extension 89

See: <https://catholicschoolsweekguide.com/>

*Dates of National Holiday: Jan. 26 to Feb. 1, 2025*

### **COPY DUE DATE:**

**Thursday, January 16, 2025 or sooner.** Our Graphics Team would be happy to assist design your Banner ad if you wish.

### **BANNER AD ARTWORK SPECIFICATIONS:**

We request each Banner Ad purchased be submitted in 2 sizes (one image for use in full resolution, one image for use on mobile devices).

<u>FULL PAGE:</u>	790 pixels wide by 940 pixels tall; AND 400 pixels wide by 712 pixels tall.
<u>Half Page</u>	790 pixels wide by 450 pixels tall; AND 400 pixels wide by 345 pixels tall
<u>Quarter Page</u>	370 pixels wide by 450 pixels tall; AND 180 pixels wide by 160 pixels tall.
<u>Eighth Page</u>	370 pixels wide by 200 pixels tall; AND 180 pixels wide by 75 pixels tall.

The ad artwork may be a jpg or even an animated GIF. we request 72 or 96 dpi

---

**Published by Pasadena Now. Online at [www.PasadenaNow.com](http://www.PasadenaNow.com)**

*Administrative office 540 Orange Grove Circle, Pasadena, CA 91105*

PUBLICATION MANAGER: Josh Lambert (626) 737-8486 Extension 803

SALES: David Cross (626) 737-8486 Extension 8

CUSTOMER SERVICE: Clara Sioson (626)737-8486 Extension 89

*Doc. Ver. Jan 4 2023*

# NATIONAL CATHOLIC SCHOOLS WEEK GUIDE AD & DIRECTORY SPECIFICATIONS

**Live Jan. 21 to Feb. 1, 2025**

For Sales, Call (626) 737-8486 Extension 8

For Production/Customer Service, Call (626) 737-8486 Extension 89

See: <https://catholicschoolsweekguide.com/>

CONTINUES ON NEXT PAGE

## TOP SCHOOLS DIRECTORY LISTING CONTENTS:

### A. School Listing Information

#### a. Required:

- i. School Name, address, main telephone number, website url, social media addresses, image file of School's logo
- ii. Description of the school's teaching philosophy
- iii. A Word From Head of School or School's Admissions Director, with their photo

### B. Available options (space permitting)

- a. Video (please provide embed code)
- b. Photography: Single images or multiple to be published as a Slide Show.
- c. Signup form to School's email newspaper
- d. Link to schedule Campus Tour
- e. Liblnk to generate an email to School admissions office

The maximum word count for the full-page ad/description is 450 words.

Published by Pasadena Now. Online at [www.PasadenaNow.com](http://www.PasadenaNow.com)

Administrative office 540 Orange Grove Circle, Pasadena, CA 91105

PUBLICATION MANAGER: Josh Lambert (626) 737-8486 Extension 803

SALES: David Cross (626) 737-8486 Extension 8

CUSTOMER SERVICE: Clara Sioson (626)737-8486 Extension 89

Doc. Ver. Jan 4 2023

# **NATIONAL CATHOLIC SCHOOLS WEEK GUIDE**

## **AD & DIRECTORY SPECIFICATIONS**

**Live Jan. 21 to Feb. 1, 2025**

For Sales, Call (626) 737-8486 Extension 8

For Production/Customer Service, Call (626) 737-8486 Extension 89

See: <https://catholicschoolsweekguide.com/>

The maximum word count for the half-page ad/description is 225 words.

The maximum word count for the quarter-page ad/description is 115 words.

The maximum word count for the quarter-page ad/description is 100 words.

### **FAQs**

**This is all online, correct? Not printed, only digital banner ads?**

Yes, this is a SEO searchable online directory listing packaged with a Full Page in our digital Web Magazine-style Directory (for example of the product, [please click here](#)) and a banner ad on our website's Front Cover which rotates. ALSO we will offer a downloadable PDF version as well.

---

**Published by Pasadena Now. Online at [www.PasadenaNow.com](http://www.PasadenaNow.com)**

*Administrative office 540 Orange Grove Circle, Pasadena, CA 91105*

PUBLICATION MANAGER: Josh Lambert (626) 737-8486 Extension 803

SALES: David Cross (626) 737-8486 Extension 8

CUSTOMER SERVICE: Clara Sioson (626)737-8486 Extension 89

*Doc. Ver. Jan 4 2023*