

Making History

Standing in the tradition that gave rise to Dante Alighieri and Flannery O'Connor, G.K. Chesterton and J.R.R. Tolkien, *Dappled Things* is a literary journal like no other. Its pages are dedicated to showcasing new work by emerging writers and artists working within the Catholic tradition.

Building on the outstanding success of its first six online editions, *Dappled Things* made its long-awaited debut as a printed publication during the summer of 2007.

Since the release of its first issue in December of 2005, *Dappled Things* has created buzz throughout the Catholic media, including numerous national and international magazines, newspapers, radio shows, web sites, podcasts, and blogs. The journal attracts praise for the quality of the stories, essays, poems and works of art that it publishes, as well as for its exquisite design. Always thought-provoking, yet accessible and entertaining, *Dappled Things* is steadily rising to prominence among today's best religious journals.

Editorial Team

Bernardo Aparicio - President
Meredith Wise - Editor in Chief
Janice Walker - Managing Editor



Features

- ♦ A core readership of young, motivated, and educated Catholics, particularly young professionals and university students.
- ♦ A unique journal that brings together the worlds of culture and religion like no other in the market.
- ♦ A booming community of serious readers, writers, and artists interested in a broad range of books, journals, and opportunities for academic advancement.
- ♦ Places your product or service before an audience of educated and involved readers.



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Ideas, Art, and Faith
DAPPLED THINGS

Rate Card #6

Effective May 2012

www.dappledthings.org

Issues & Closing Dates

Issue Date	Space Closes	Materials Due	Release Date
July 2012	5/28/2012	6/1/2012	7/9/2012
October 2012	8/27/2012	8/31/2012	10/1/2012
December 2012	10/22/2012	10/26/2012	12/17/2012
April 2013	3/4/2013	3/8/2013	4/8/2013

Ad Sizes

Full Page	5" x 8" deep
1/2 Page	4-1/2" x 3-3/4" deep
1/4 Page (vertical)	2-1/4" x 3-3/4" deep
1/4 Page (horizontal)	4-1/2" x 1-7/8" deep

Bleed background: 6-1/8" x 9-1/8"

Magazine trim size: 6" x 9"

Printing Specifications

- Printed on 60 lb. body stock, 10 pt. C1S cover stock
- Perfect binding
- Recommended screen: 150 line

Ad Format

Common file formats, e.g., PDF and Adobe InDesign. The minimum image resolution is 300 dpi (600 dpi minimum for text and grayscale). Please set colors to CMYK format.

Ad Rates

Four Color	1x	2x	4x
Full Page	\$315	\$299	\$283
1/2 Page	\$158	\$149	\$141
1/4 Page	\$79	\$75	\$70
Cover 2	\$336	\$319	\$302
Cover 3	\$326	\$309	\$293
Cover 4	\$347	\$328	\$311
Two Color	1x	2x	4x
Full Page	\$252	\$239	\$227
1/2 Page	\$126	\$119	\$113
1/4 Page	\$63	\$60	\$56
Cover 2	\$269	\$255	\$241
Cover 3	\$260	\$248	\$234
Cover 4	\$277	\$263	\$250
B & W	1x	2x	4x
Full Page	\$210	\$199	\$189
1/2 Page	\$105	\$100	\$94
1/4 Page	\$53	\$50	\$47
Cover 2	\$223	\$213	\$201
Cover 3	\$217	\$206	\$195
Cover 4	\$231	\$219	\$207

Composition: Ad composition is available for a fee.

Inserts: Rates for pre-printed inserts are available upon request.

The publisher is not responsible for errors due to inadequate file preparation. Additional fees will apply if errors need to be corrected.

The publisher reserves the right to cancel or reject any advertising.

Cancellations will not be accepted after the closing date.

Comments & Appearances

"They have launched *Dappled Things*, an online literary magazine for young Catholics that is trolling for talent. Years from now an Edwin O'Connor may look back and recall how he got his start with *Dappled Things*."

- Richard John Neuhaus, *First Things*

"[An] excellent online literary journal . . . with excellent essays, fiction, art and poetry."

-Amy Welborn, *Open Book* blog

"The common denominator in all these works of literary art [published in *Dappled Things*] is the quality of the writing."

- Paul A. Barra, *The St. Austin Review*

"[A]lways intriguing. . ."

- Joe Carter, *First Things*

"Go forth, *Dappled Things*, Conquering and to Conquer."

- Mark Shea, *Catholic and Enjoying It!* blog

"I'm continually amazed at how many young people I run across who are of really extraordinary faith and are looking for a journal such as this."

-Mary A. Ruiz, former editor of *Dappled Things*, in an interview for the *National Catholic Register*

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