

2024 Advertising Calendar and Rate Card

DEADLINE FOR AD RESERVATION IS 17 DAYS PRIOR TO PUBLICATION.

**Camera ready ads should arrive in PDF, JPEG or TIFF formats.

**Ads must be in 300 DPI resolution. **All ads in color

SIZES

- **FULL:** 9 in. wide X 10.95 in. deep
- **FULL (BACK PAGE):** 9 in. wide X 9.35 in. deep
- **HALF:** 9 in. wide X 5.16 in. deep
- **HALF (VERTICAL):** 4.41 in. wide X 10.95 in. deep
- **THIRD:** 9 in. wide X 3.35 in. deep
- **QUARTER:** 4.41 in. wide X 5.16 in. deep
- **QUARTER (HORIZONTAL):** 9 in. wide X 2.5 in. deep
- **EIGHTH:** 4.41 in. wide X 2.5 in. deep
- **SIXTEENTH:** 2.125 in. wide X 2.5 in. deep

FULL PAGE
\$1,025
9 in. wide X
10.95 in. deep

THIRD PAGE
\$350
9 in. wide X 3.35 in. deep

HALF PAGE
\$500
9 in. wide X 5.16 in. deep

HALF PAGE (vertical)
\$500
4.41 in. wide X 10.95 in. deep

QUARTER PAGE
\$265
4.41 in. wide X 5.16 in. deep

EIGHTH PAGE
\$140
4.41 in. wide X 2.5 in. deep

SIXTEENTH PAGE
\$75
2.125 in. wide X 2.5 in. deep

QUARTER PAGE (horizontal)
\$265
9 in. wide X 2.5 in. deep

TODAY'S CATHOLIC
PEOPLE YOU WANT TO KNOW
NEWS YOU NEED TO KNOW

special placement
BACK PAGE
\$1,700
9 in. wide X
9.35 in. deep

RATE SCHEDULE

(Effective July 1, 2017) \$15 PCI

| | | 5% | 10% | 15% |
|------------------|---------|----------|----------|----------|
| | 1x | 6x | 12x | 23x |
| 1/16 PAGE | \$75 | \$71.25 | \$67.50 | \$63.75 |
| 1/8 PAGE | \$140 | \$133 | \$126 | \$119 |
| 1/4 PAGE | \$265 | \$251.75 | \$238.50 | \$225.25 |
| 1/3 PAGE | \$350 | \$332.50 | \$315 | \$297.50 |
| 1/2 PAGE | \$500 | \$475 | \$450 | \$425 |
| FULL PAGE | \$1,025 | \$973.75 | \$922.50 | \$871.25 |

Prices reflect 6 or more: 5%, 10%, 15%

SPECIAL PLACEMENT:

Back cover* charge: \$1,700
*special size - 9 in. wide X 9.35 in. deep

Inside back page charge: \$1,350

Premium placement pages: 4, 5, & 7

Inserts: \$100 per 1,000

FREQUENCY RATES:

Insertion dates must be agreed to upon signing of contract and ads must be placed within one year of signed contract.

Once ad has been approved by client, additional charge is \$25.