

# Advertising Rate Card

Effective January 1, 2017

www.catholicsun.org

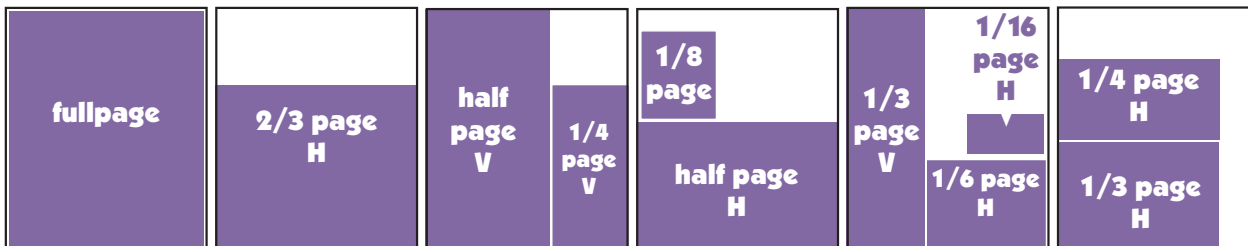
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••••• Rates are: per ad /per issue •••••

Ad Frequency		1 time	2 times	4 times	8 times	12 times
<b>Cost Per Column Inch</b>		\$43	\$40	\$37	\$36	\$35
<b>Ad Size</b>						
Full page	5x12.5 / 62.5 ci	\$2,687.50	\$2,500	\$2,312.50	\$2,250	\$2,187.50
2/3 page (h)	5x8 / 40 ci	\$1,720	\$1,600	\$1,480	\$1,440	\$1,400
1/2 page (v)	3x12.5 / 37.5 ci	\$1,612.50	\$1,500	\$1,387.50	\$1,350	\$1,312.50
1/2 page (h)	5x6.25 / 31.25 ci	\$1,343.75	\$1,250	\$1,156.25	\$1,125	\$1,093.75
1/3 page (v)	2x12.5 / 25 ci	\$1,075	\$1000	\$925	\$900	\$875
1/3 page (h)	4x5 / 20 ci	\$860	\$800	\$740	\$720	\$700
1/4 page (v)	2x8 / 16 ci	\$688	\$640	\$592	\$576	\$560
1/4 page (h)	4x4 / 16 ci	\$690	\$640	\$595	\$575	\$560
1/6 page (h)	3x4 / 12 ci	\$516	\$480	\$444	\$432	\$420
1/8 page	2x4 / 8 ci	\$344	\$320	\$296	\$288	\$280
1/16 page (h)	2x2 / 4 ci	\$172	\$160	\$148	\$144	\$140
<b>Non-Profit and Diocesan Rate: \$36 Column Inch</b>						
(h) = horizontal - (v) = vertical - ci = column inch						



**ROP Display Mechanical Specs**

**Full Page**  
10" x 12.417" (60p x 74p6)

**Half Page**  
10" x 6.25" (60p x 37p6)

**One Column**  
11p / 1.833 inches

**Two Columns**  
23p3 / 3.875 inches

**Three Columns**  
35p6 / 5.917 inches

**Four Columns**  
47p9 / 7.958 inches

**Five Columns**  
60p / 10 inches

## Pre-Printed Inserts

- Advertiser is responsible for all printing and delivery of the insert.
- Inserts must not exceed 10.75" x 7.0"  
Maximum thickness: 8 pages.  
Minimum thickness: Single sheet flyer – 40# gloss
- Inserts must be submitted three weeks in advance for postal and content approval prior to the insertion date.
- Inserts must be delivered to the printer two weeks prior to the insertion date.
- Inserts can be delivered to selected ZIP codes.
- Minimum quantity for insertions: 5,000 pieces.  
Complete press run is approximately 115,000.
- Cost: \$65 per thousand for a full-run insert.

## Classifieds

18 word minimum. Each word counts (within reason). Phone numbers count as one word. The first two words only are **BOLD CAPS**. The Catholic Sun reserves the right to classify, make standard abbreviations, edit or refuse ads that are deemed inappropriate.

**Classified rate per word/per run time:**  
 1 time: \$1.75 per word  
 2-3 times: \$1.50 per word  
 4-7 times: \$1.25 per word  
 8-12 times: \$1.00 per word

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## Color Rates

- Full Color \$450 (4-color per tab page)