

# The Catholic Herald *Advertising*

Official Newspaper of the Roman Catholic Diocese of Sacramento

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## The Catholic Herald newspaper

- The Catholic Herald goes into the homes of 52,000 subscribers, reaching more than 150,000 readers.
- Subscribers to The Catholic Herald are a loyal audience who support their paper.
- The Herald's readers buy homes, cars, insurance, goods, services and travel.
- The Herald has been publishing for more than a century and many families have been reading The Herald for generations.

RETAIL DISPLAY ADVERTISING*		
Open Rate \$21 per column inch (Non-commissionable)		
<b>Full Page</b>	<b>\$1,953.00</b>	<b>6 col. x 15.5"</b>
93 col. inches      9 5/8" wide x 15 1/2" high		
<b>Half Page</b>	<b>\$976.50</b>	<b>6 col. x 7.75"</b>
46.5 col. inches      9 5/8" wide x 7 3/4" high		
<b>Half Page</b>	<b>\$976.50</b>	<b>3 col. x 15.5"</b>
46.5 col. inches      4 3/4" wide x 15 1/2" high		
<b>Quarter Page</b>	<b>\$488.25</b>	<b>3 col. x 7.75"</b>
23.25 col. inches      4 3/4" wide x 7 3/4" high		
<b>Eighth Page</b>	<b>\$252.00</b>	<b>3 col. x 4"</b>
12 col. inches      4 3/4" wide x 4"		

\*Rates Effective January 2010

### FREQUENCY SPECIALS

Run 2 ads...second one is half price • Run ad 3 times at regular price...4th run FREE

### RETAIL ANNUAL FREQUENCY DISCOUNTS

6 times - 15% • 12 times - 20% • 18 times - 25%

**NATIONAL ADVERTISING: \$21 per column inch net**

**COLOR RATES: Spot Color \$150 Process Color \$450**

**PRE-PRINTED INSERTS: \$47 CPM net**

**Pick-Up Rate For El Heraldo Católico**  
Retail - \$10 per inch (includes translation)



### Northern California Catholic Newspaper Group

The Catholic Herald, Sacramento • The Catholic Voice, Oakland • Catholic San Francisco  
**230,000 Paid Circulation • Group advertising rate \$73 per column inch**

### Publication Dates for January - June, 2010

- Jan. 9** Vocations & Retreats
- Jan. 23** Catholic Schools Week
- Feb. 6** Weddings
- Feb. 20** Colleges & Universities
- Mar. 6** Summer School
- Mar. 20** Holy Week and Easter Liturgies Summer School
- April 10** Travel
- April 24** Vocation Awareness
- May 8** Counselors and Spiritual Directors
- May 22** Remembrances and Memorials
- June 5** Graduation
- June 19** Senior Living/Resources

Deadline for articles and advertising is 10 business days prior to publication date.

## The Catholic Herald Web site

- Web site advertising appears on the Herald's home page at [www.catholicheraldsacramento.org](http://www.catholicheraldsacramento.org).
- Web site advertisements are linked to advertisers' own Web sites.
- The Herald's Web site is linked to the Web site of the Diocese of Sacramento.
- The Herald maintains a presence on Facebook and Twitter and draws readers from those sites.

### The Herald's Web site at [www.catholicheraldsacramento.org](http://www.catholicheraldsacramento.org)



Banner ad 525 pixels x 90 pixels

"Button" ad 125 pixels x 125 pixels

Square ad 250 pixels x 250 pixels

Rectangular ad 250 pixels x 120 pixels