

**RATE SCHEDULE  
JANUARY 2009 \$15 PCI**

	1x	6x	12x	26x
1/16 page	\$60	57	54	51
1/8 page	\$120	114	108	102
1/4 page	\$240	228	216	204
1/3 page	\$315	299.25	283.50	267.75
1/2 page	\$487.50	463.12	438.75	414.37
Full page	\$975	926.25	877.50	828.25

Prices reflect 6 or more — 5%      10%      15%  
 Back page charge — \$1700.00 (includes color)  
 Inside back page charge — \$1350.00

Premium placement pages: 4, 5, & 7 — Call for prices

- Camera ready ads should arrive in PDF, JPG or TIF formats.
- Ads must be in 300 dpi resolution.

**DEADLINE FOR AD RESERVATION IS 17 DAYS PRIOR TO PUBLICATION.**

Business cards • \$60 one time insertion

Inserts • \$100 PER 1000

Color • Call for quotes

Prayer Ads — \$25 (only approved prayer ads)

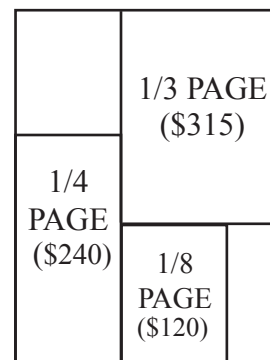
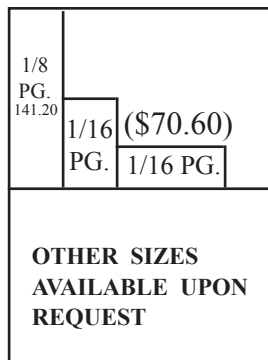
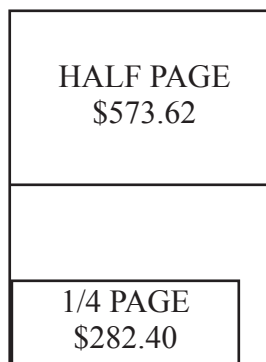
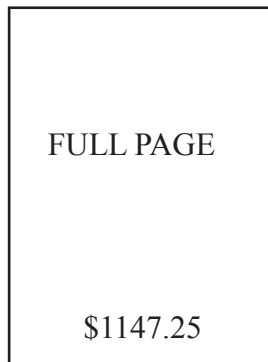
**FREQUENCY RATES: INSERTION DATES MUST BE AGREED TO UPON SIGNING OF CONTRACT AND ADS MUST BE PLACED WITHIN ONE YEAR OF SIGNED CONTRACT.**

**ONCE AD HAS BEEN APPROVED BY CLIENT, ADDITIONAL CHANGES — \$25.**

**MECHANICAL SPECIFICATIONS**

AD SIZE	WIDTH X DEPTH
1/16 PAGE .....	2 col. x 2" or 1 col. x 4"
1/8 PAGE .....	2 col. x 4"
1/4 PAGE .....	4 col. x 4" or 2 col. x 8"
1/3 PAGE .....	3 col. x 7"
1/2 PAGE .....	5 col. x 6"
FULL PAGE .....	5 col. x 13.5"

One column equals ..... 2 inches  
 Two columns equal ..... 4 inches  
 Three columns equal ..... 6.25 inches  
 Four columns equal ..... 8.5 inches  
 Five columns equal ..... 10.5 inches



# TODAY'S CATHOLIC

## Advertising Calendar and Rate Card

**Today's Catholic Newspaper**  
 Advertising Department  
 2718 W. Woodlawn Ave.  
 San Antonio, Texas 78228-5195  
 Fax: 210.734.2939  
 Web site: [www.satodayscatholic.org](http://www.satodayscatholic.org)

**Joann Hopkins**  
 (Advertising & Editorial)  
 210.734.1693  
[jhopkins@archsa.org](mailto:jhopkins@archsa.org)

**Margaret Schilling**  
 210.734.1691  
 E-mail: [Margaret.Schilling@archsa.org](mailto:Margaret.Schilling@archsa.org)

**The official newspaper  
 of the Archdiocese of San Antonio  
 published every other Friday,  
 26 issues annually.**