

TODAY'S CATHOLIC

Advertising Calendar and Rate Card

Today's Catholic Newspaper
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**The official newspaper
of the Archdiocese of San Antonio
published every other Friday,
26 issues annually.**

RATE SCHEDULE (Effective January 2011) \$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 6.5"
FULL PAGE	5 col. x 13.5"

One column equals 2 inches
Two columns equal 4 inches
Three columns equal 6 inches
Four columns equal 8 inches
Five columns equal 10 inches

