



# The Catholic Telegraph

*The official newspaper of the  
Archdiocese of Cincinnati*



## 2012 Media Guide

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100 East Eighth Street † Suite 203 † Cincinnati, OH 45202  
513-421-3131 † Dayton Advertising 937-341-5028 † Fax 513-381-2242 † [www.thecatholictelegraph.com](http://www.thecatholictelegraph.com)

## Net Advertising Rates

	1X	4X	8X	12X
<b>Full page</b> 10"W x 14"H	\$2436.93	\$2071.39	\$1827.70	\$1584.00
<b>1/2 page</b> (10"w x 7"h) Horizontal (5"w x 14"h) Vertical	\$1405.92	\$1195.03	\$1054.44	\$913.85
<b>1/4 page</b> (10"w x 3 1/2"h) Horizontal (5"w x 7"h) Vertical	\$796.69	\$677.18	\$597.52	\$517.83
<b>1/8 page</b> (5"w x 3 1/2"h) Horizontal (2 3/8"w x 7"h) Vertical	\$468.64	\$398.34	\$351.48	\$304.62

**Effective February 1, 2012**

**Note: Non-profit rates are available. Agency rates are quoted Net.**

**Color available at additional charge, not discountable.**

**Call with pricing questions. 513-421-3131 x2218**

## Publication Dates

2012	Issue	Advertising Deadline	Copy Deadline
	January	11/23	12/7
	February	12/21	1/4/12
	March	1/18	2/1
	April	2/22	3/7
	May	3/21	4/4
	June	4/25	5/9
	July	5/23	6/6
	August	6/20	7/5
	September	7/25	8/8
	October	8/22	9/5
	November	9/19	10/3
	December	10/24	11/7

*The Catholic Telegraph* is mailed monthly for delivery during the last week of the preceeding month. Advertising supplements are dependent of advertising support and may be cancelled if set advertising levels are not achieved, scheduled ads will run ROP.

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## Advertising Supplements

	Feature	Space	Copy
<b>2012</b>			
January	Vocations/Roe v. Wade	11/16/11	12/1/11
February	Catholic Education/Senior Lifestyles	12/14/11	1/3/11
March	First Communion	1/11/12	2/1/12
April	Catholic Ministries Appeal	2/15/12	3/1/12
May	Senior Lifestyles	3/14/12	4/2/12
June	Vocations	4/18/12	5/1/12
July			6/1/12
August	Senior Lifestyles	6/13/12	7/1/12
September	High School Open House	7/20/12	8/1/12
October	Mission/Respect Life	8/17/12	8/31/12
November	Senior Lifestyles	9/14/12	10/1/12
December	Christmas	10/16/12	11/1/12

## Demographic Profiles

*The Catholic Telegraph* – Published Monthly, is mailed to the homes of 150,000+ Catholic families in Southwest Ohio. This very diverse group includes rural and urban dwellers, spanning several generations. All bound by their Catholic faith, this important group of consumers out paces the average American in Income, Education, Home Ownership, Charitable Giving and many other demographic categories.

### Gender<sup>1</sup>

62% Women  
38% Men

### Age<sup>2</sup>

54 – Mean age of active Catholics in the Archdiocese of Cincinnati

### Income<sup>1</sup>

Median HH income \$61,000, nearly \$18,000 above the national average.

### Home Ownership<sup>1</sup>

86.5% of current readers of *The Catholic Telegraph* own their homes. 125% of the national average according to 2000 U.S. Census.

### Employment<sup>3</sup>

53% of our readers are employed either full- or part-time, and 37% have retired with a comfortable income.

1 – *Catholic Telegraph readership survey, 2005*

2 – *QBase Survey of direct mail donors, 2007*

3 – *Simmons Research, Catholic Advertising Network, 2000*

### Banking

Readers of Catholic newspapers use a wide variety of consumer financial products - frequency well above the national average for financial services.

- Checking accounts 90.8%
- Savings accounts 75.8%
- IRAs 44.4%
- Securities & Investments 61.8%

### Charitable Giving

Our loyal readers share their vision of a better world and put their money where their faith is. Nearly all readers of Catholic newspapers contribute to worthy causes.

- Gifts/contributions (net) 94.9%
- Religious organizations 70.0%
- School/education 34.9%
- Public radio/television 16.1%
- Arts and culture 11.9%

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## Advertising Acceptance Policies

*The Catholic Telegraph* has a 180-year history of service to the Archdiocese of Cincinnati. During that time we have been a trusted source of information for the faithful in Southwest Ohio. This cherished relationship is one that we take seriously, as our mission and ministry. As an advertiser you are entering into that relationship. If you are to benefit from our relationship, your advertising must respect and maintain that bond.

*The Catholic Telegraph* maintains the right to reject any ad for any reason. All advertising must be suitable for a family publication. *The Catholic Telegraph* does not accept political advertising. We do not carry advertising of a classified nature except for that of our

parish partners.

We reserve the right to investigate any advertiser to determine the legitimacy of their advertising; we also will investigate any complaints from our readers regarding advertising claims and offers.

*The Catholic Telegraph* does not accept the following advertising:

- Political
- Classified
- Negative in tone or inflammatory
- Counter to Catholic church teachings.

## Terms

*The Catholic Telegraph* is a tabloid format monthly publication of the Archdiocese of Cincinnati. Multiple issue discounts: must be run in a single 12-month period, are applied when the first ad is placed and are not retroactive.

- All rates are Net.
- Cash with order, for all first time advertisers.
- VISA and MasterCard accepted.
- Accounts billed Monthly on the 2nd, due in full on presentation.
- The advertiser and ad agency are jointly responsible for payment for all ads placed.
- We try to honor page requests; however positions are not guaranteed. No credit or allowances for position given.

## Editorial Position

*The Catholic Telegraph* is a membership publication for faithful Catholics in southwest Ohio. These ministers, lay and religious, live the Gospel. Their work is highlighted as examples of “folks living their faith”, encouraging others to do the same.

Our focus is on these ministers, their ministries and how they serve across the archdiocese and through out the world.

### The Purpose of The Catholic Telegraph

#### • To spread the Gospel

Evangelization through engaging content.

#### • To communicate with local Catholics

Printed monthly – *The Catholic Telegraph* provides the opportunity to educate and evangelize.

Online – [thecatholictelegraph.com](http://thecatholictelegraph.com) provides multiple updates daily on local, national and world news of the church.

#### • To provide a sense of the church worldwide

We focus on local Catholics who serve the church around the world and live the Gospel everyday

#### • To convey church teaching

We frame our stories as lessons in living the Gospel, lives devoted to Christ.

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# Print Specifications

*The Catholic Telegraph* welcomes electronic advertising prepared by advertisers or their agencies. The following material is presented to help you get the best reproduction possible for your electronically submitted advertisement.

## General Information

Our full-page ad size is 10 inches by 14 inches. The best reproduction begins with good quality original materials. Sharp, in-focus photos reproduce better than soft-focus images.

Screened or printed halftone material usually produces poor results. Common examples are printed materials like books, magazines, newspapers and brochures. Using these materials usually results in moiré patterns, blurry images, unreadable type or other poor quality.

Faxes and photocopies should not be used as original material to be scanned.

Serif and non-bold fonts under 10 points may disappear into reverse areas. Do not reverse small type over color images. Type sized below 7 points should be avoided.

Most of the information that follows assumes Macintosh computers are used. For any other operating system, Adobe Acrobat PDF is the preferred format.

**IMPORTANT:** Laser proofs are required. Customer-generated proofs should not be relied upon for image quality because of the differences between off-press proofing materials, newspaper inks, proofing substrates and newsprint. Actual newspaper press runs are not physically capable of matching commercial desktop or electronic (soft) proofs.

## File Format

Recommended format is Adobe Acrobat Portable Document Format (PDF).

• *All electronic ads are assumed to be ready for publication unless specifically stated.*

Embed all fonts and images (.jpg, .eps, and .tiff files) in the final .pdf file or the ad will be subject to later publication dates.

• *Please note that all fonts used in your ad must be available to Acrobat Distiller in order for proper font embedding to occur.*

## Output Resolutions

All scans should be sized in Photoshop as close to the final output size as possible. Enlargement or reduction of more than 25 percent in page layout software will result in loss of sharpness and image quality. Resolution should be 200 dpi for black-and-white and color images. Color scans must be saved using the CMYK mode. RGB colors will not print.

Any shadow in excess of 80% can be expected to print solid black. Line screen should be 85-100 lpi.

Recommended Photoshop CMYK setup settings: Dot Gain: 35%; Black Generation: Medium; Black

Ink Limit: 90%; Total Ink Limit: 250%.

## How to send your files

E-mail your ads to [ctadvertising@catholiccincinnati.org](mailto:ctadvertising@catholiccincinnati.org). Please include the advertiser's name in the subject line. If sending ads via e-mail, please send PDF files. If this is not possible, please compress all necessary files (including fonts) into a self-extracting compressed file. Macintosh users can use Stuffit Deluxe. PC users can use Pkzip, Winzip or similar compression software.

**IMPORTANT:** A copy of the ad must be faxed to your advertising representative at the time of e-mail transmission.

## Pre-printed Inserts

Must be scheduled 90 days in advance. Sample must be received 30 days in advance at *The Catholic Telegraph* office in Cincinnati. Inserts must meet USPS requirements. The overall folded size can not exceed 7x11 inches. Folded along the longest edge of the piece. Ship to our printer, to arrive no later than the 15th of the month prior to the issue of insert. Ship to:

Joe Urbania  
PM Graphics,  
c/o *The Catholic Telegraph*,  
10170 Philipp Parkway  
Streetsboro, OH 44241  
330-656-1230  
Email: [jurbania@pmgraphics.com](mailto:jurbania@pmgraphics.com)

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# *Burial and Service Guide Advertising*

Our advertising packages offer great value for your budget dollars. Reach over 350,000 readers each month with *The Catholic Telegraph* advertising.

## **Burial Guide**

*The Catholic Telegraph* provides your message with an environment that celebrates human life and the issues involved with end of life preparation. This an excellent publication for you to present your preplanning information and to remind our readers that you are there for them in their time of need.

Reach over 350,000 active adults for just \$50 per month.

## **Service Guide**

Reach over 350,000 readers each month with your advertising. Over 86% of our readers own their own homes; many own two. *The Catholic Telegraph* covers the Archdiocese of Cincinnati – 19 counties in southwest Ohio, including the Cincinnati and Dayton metro areas.

Reach this very desirable adult audience for just \$65 per month.

Ad size 2 3/8" wide by 1" high:



Other sizes available. Call for proof and pricing.

Burial and Service Guide advertising include a listing and live link from [www.thecatholictelegraph.com](http://www.thecatholictelegraph.com) to your website.

To schedule your ad or for more information, contact:

**The Catholic Telegraph**  
**100 East. Eighth St., Cincinnati OH 45202**  
**[www.thecatholictelegraph.com](http://www.thecatholictelegraph.com)**  
**513-421-3131 or 937-341-5028**

**100 East Eighth Street † Suite 203 † Cincinnati, OH 45202**  
**513-421-3131 † Dayton Advertising 937-341-5028 † Fax 513-381-2242 † [www.thecatholictelegraph.com](http://www.thecatholictelegraph.com)**



### ✠ Cancer survivors organize pro-life Rock Walk

ST. MARGARET MARY DEANERY — In addition to their strong Catholic faith, Begona Campos-Naciff, Candy Moore and Karen Spade also have something else very significant in common. The women, all members of St. John the Baptist Parish in Dry Ridge, are breast cancer survivors.

[Read more](#)



✠ Parish Festival Guide 2011

✠ Bishop-elect Binzer press conference

✠ Photo Gallery: Two men ordained priests of the Archdiocese of Cincinnati

## THE COMBONI NATIVITY EXPERIENCE

Join us for opening night on December 11th from 4:00 - 9:00 p.m.

Open daily December 12 - 30th from 6:00 - 9:00 p.m.

[www.combonimissionaries.org](http://www.combonimissionaries.org)  
call 513.474.4997



**L** Local

[See All](#)

**N** National

[See All](#)

## WWW.THECATHOLICTELEGRAPH.COM

- ✠ Over 55,000 visitors in the past year.
- ✠ More than 137,000 page views.
- ✠ 2.49 – average number of pages per visit.
- ✠ Loyal audience – 37.8 returning visitors.

Premium ad spaces.

All spaces – limited rotation.

Small rectangle: 300 x 250 – \$200 per month

Banner: 650 x 250 – \$150 per month

Leaderboard: 728 x 90 – \$350 per month

\* Pricing based on 12 month commitment. Monthly pricing available.



sharing God's  
love with the  
world

Sisters of the Precious Blood  
[www.preciousbloodsistersdayton.org](http://www.preciousbloodsistersdayton.org)

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