

# 2018 MEDIA GUIDE & RATE CARD

Effective: January 1, 2018





# Editorial Position

180+ years 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 based on faith; forged in trust. As an advertiser you are entering into that relationship.



# Demographic Profile

## *The Catholic Telegraph*

Published monthly, is mailed to 140,000+ 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 outpaces the average American in **Income, Education, Home Ownership, Charitable Giving** and many other demographic categories.



Statistic quotes from the Catholic Telegraph Readership Survey 2005, QBase survey of direct mail donations space - AOC Development 2007, Simmons Research, Catholic Press Association 2000



## Income

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



## Home Ownership

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



## Employment

**53%** of our readers are employed either full- or part-time  
**37%** have retired with comfortable retirement income



## Banking

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



## 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%**
- Schools/Education **34.9%**

## **2018 Supplements and Special Sections**

### **Jan.**

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#### **ROE V. WADE**

Recognize the 43rd anniversary of the **War on Life** with the Supreme Court decision legalizing abortions

### **Feb.**

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#### **CATHOLIC SCHOOLS WEEK**

Celebration of Catholic Education

#### **LENTEN FISH FRY**

Guide to Friday night fish fries around the Archdiocese

### **March**

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#### **SENIOR LIFESTYLES**

### **May**

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#### **FESTIVAL CALENDAR**

Guide to all of the summer parish festivals

### **June**

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#### **GRADUATION**

Tribute to the senior classes of our local Catholic high schools

### **July**

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#### **SENIOR LIFESTYLES**

### **Aug.**

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#### **CATHOLIC COLLEGES**

### **Oct.**

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#### **MISSION**

Annual Mission Appeal – support Catholic Missions around the world

#### **HIGH SCHOOL OPEN HOUSE**

Complete listing of open houses in the Archdiocese

### **Nov.**

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#### **SENIOR LIFESTYLES**

#### **NATIONAL VOCATIONS AWARENESS**

### **Dec.**

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#### **ADVENT EVENT CALENDAR**

Guide to events at our parishes to celebrate the season

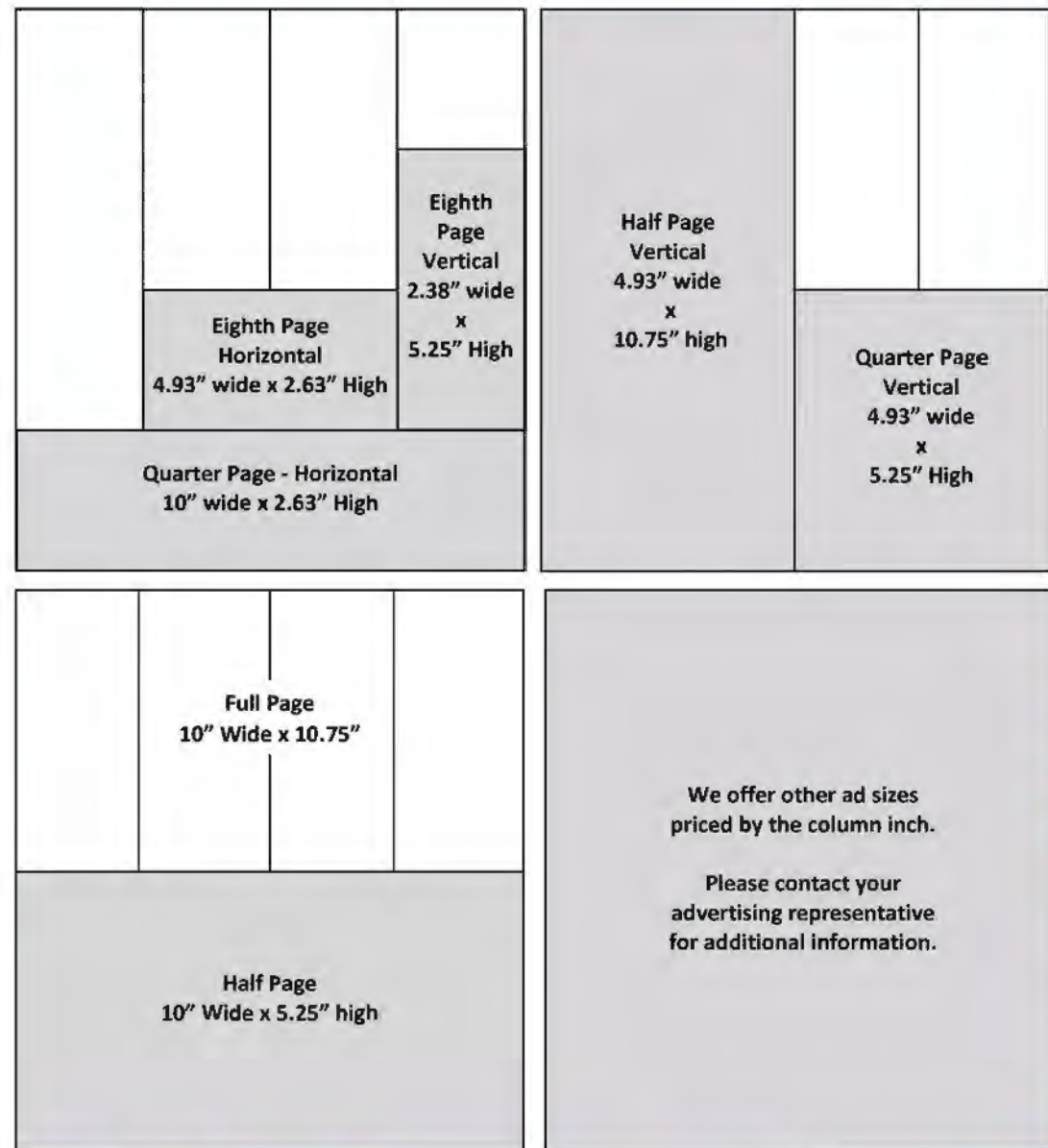
# Publication Dates and Deadlines

ISSUE	SPACE DEADLINE	COPY DEADLINE	MAILING DATE
January '18	November 30, '17	December 7, '17	December 27, '17
February '18	January 4	January 9	January 23, '18
March '18	February 1	February 7	February 23, '18
April '18	March 1	March 7	March 28, '18
May '18	April 3	April 6	April 26, '18
June '18	May 1	May 8	May 25, '18
July '18	June 1	June 7	June 26, '18
August '18	July 2	July 9	July 26, '18
September '18	August 1	August 7	August 28, '18
October '18	August 31	September 7	September 27, '18
November '18	October 1	October 5	October 26, '18
December '18	November 2	November 7	November 27, '18

# Modular Ad Sizes

Modular ad sizes provide the best pricing opportunities. Ads 10" height and over will be charged at full page height. Other ad sizes are available - speak with an advertising representative for details.

Call: **513.421.3131**





# Map of the counties of the Archdiocese of Cincinnati

**Diocese June 19, 1821**  
**Archdiocese July 19, 1850**

Comprising 19 counties in the southwestern part of the State of Ohio namely Adams, Auglaize, Brown, Butler, Champaign, Clark, Claremont, Clinton, Darke, Greene, Hamilton, Highland, Logan, Mercer, Miami, Montgomery, Preble, Shelby and Warren counties.

Square miles - 8,543



# Terms

- Cash with order for all first time advertisers.
- Mail Order and Travel Advertising must be paid in advance.
- VISA and MasterCard Accepted.
- Accounts billed Monthly, due in full on presentation.
- The Advertiser and the Agency are jointly responsible for payment of all ads placed.
- Positions are not guaranteed. No credit or allowances for position given.

• ***The Catholic Telegraph* does not accept:**

- Political Advertising
- Work from Home Opportunities
- Nutritional supplement
- Any ad deemed inappropriate advertising for a family publication
- Ads with messages counter to Catholic Church teachings



## Non-profit and Agency Advertisers

- Non-profit advertisers receive a discounted rate.
- Volume discounts apply.
- Advertising Agencies receive a discounted rate.
- Rates are non-commissionable, net rates.
- Volume discounts apply.

## Deadlines

- ROP/Display Deadline is the first of the month, one month prior to the run date unless otherwise indicated.
- Free Standing Inserts Deadline is 60 days in advance of the run date.
- Sample to The Catholic Telegraph – by the 7th of the month prior.
- FSI Delivery: to our printer partner – by the 10th of the month prior.





## Free Standing Inserts

Delivered via US Postal Service to more than 140,000+ homes of Catholics in Southwest Ohio. The Catholic Telegraph has a 180+ year history as a trusted resource, engaging, educating and providing the Good News to local Catholic families for more than eight generations.

Catholic households typically surpass the average American household in income, education and employment. Catholic are tops in their use of consumer financial products and charitable giving.

### **The numbers:**

Reach 144,000+ homes for less than 5¢ each.  
Zone by county

### **Specifications:**

**Paper weight:** Single Sheet inserts should be a minimum of 70# offset paper.

**Insert Size:** Maximum size 5.5" x 10.75"; Minimum size 4" x 6"

### **Deadlines**

Reservation: 60 days prior to run date

Sample to *The Catholic Telegraph* – **by the 7th of the month prior**

Delivery: to our printer partner – **by the 10th of the month prior**

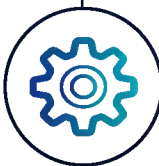
Contact your advertising representative for available dates and scheduling information.

**513-421-3131**



# Print Specs

*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. If you have any questions please call, it will save you time and money. **513-421-3131**



## GENERAL INFORMATION

Our full-page ad size is 10 in. wide by 11 in. high. 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: materials like books, magazines, newspapers and brochures. Using these materials usually results in moiré patterns, blurry images, unreadable type or other poor quality reproduction.

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.



## OUTPUT RESOLUTIONS

- 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.**  
**PMS spot colors must be converted to their CMYK values.**  
**We do not guarantee color reproduction of PMS spot Color.**
- 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 densities should not exceed 210-220



## 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.



## 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.

## Online ads



[www.thecatholictelegraph.com](http://www.thecatholictelegraph.com)

During our most recent 30-day period our analytics show:

- **Users – 53,868**
- **Sessions – 66,146**
- **Page views – 96,200**
- **Time on Page 1:46**
- **Nearly 2/3 of our Traffic is from**

Mobile and Tablet devices

- **56.9% of our users are 45+**

### PREMIUM AD SPACES

All spaces – limited availability

**Leaderboard (top):** 728 x 90 - \$350 per month

**Small Rectangle (side):** 300x250 - \$200 per month

**Banner (lower):** 650 x 250 - \$150 per month

\*Pricing based on annual commitment.

Monthly pricing available.

Measurements in pixels.

### SPONSORED CONTENT

Our sponsored content program for Vocations and Life Awareness Organizations allows you to write your own story, complete with a link to your website. This program also includes a companion ad to promote your organization.

Tell the story of a client, a formation candidate, staffer or volunteer and include a link to your site so that folks can learn more about your ministry, get involved or make a donation.

**90 days - \$225, 180 days - \$375, 360 days - \$700**

Limited Advertising space available

Your article stays on the website indefinitely.

### THECATHOLICTELEGRAPH.COM – SPECIAL FEATURES

**Vocations** – A year-long celebration of mercy and the commitment made by Catholics in their vocations, both religious and secular vocations in the Church.

**Sanctity of Human Life** – Celebrating God's most precious gift in a year-long recognition of the dignity of human life at all stages.





# The Catholic Telegraph

Contact Tim Mayer for information.

**Tim Mayer**

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