

# 2019 MEDIA GUIDE & RATE CARD

Effective: January 1, 2019



The Catholic  
Telegraph

# 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 135,000+ 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.



## 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%**

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

# 2019 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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### NATIONAL VOCATIONS AWARENESS

## Dec.

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### ADVENT EVENT CALENDAR

Guide to events at our parishes to celebrate the season

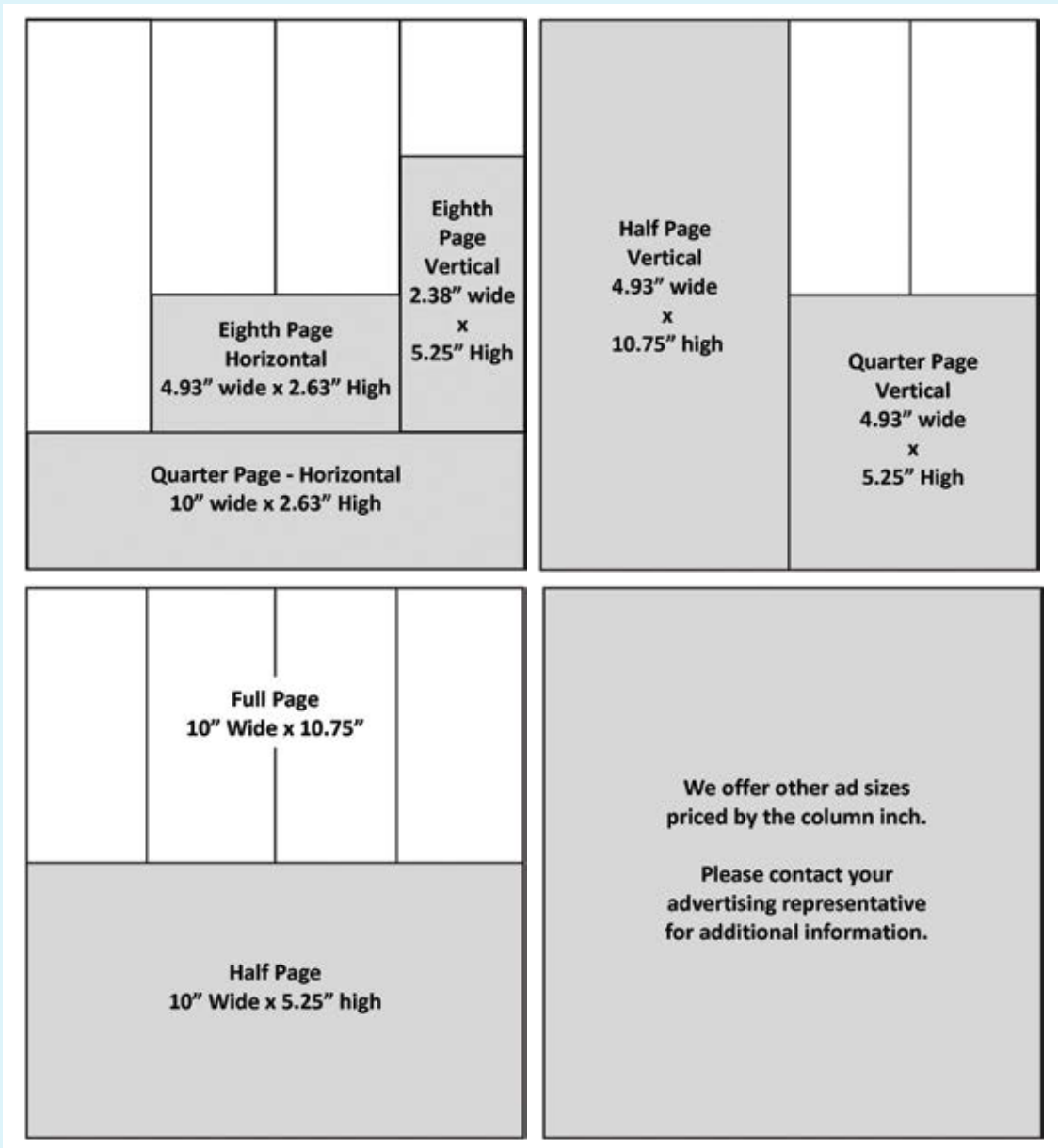
# 2019 Publication Date and Deadline

ISSUE	ADV DEADLINE	ART COPY	MAIL DATE*
January '19	December 3, 2018	December 7, 2018	December 27, 2018
February '19	January 4	January 7	January 24
March '19	February 1	February 7	February 25
April '19	March 1	March 7	March 28
May '19	April 1	April 5	April 25
June '19	May 1	May 7	May 29
July '19	May 31	June 6	June 27
August '19	July 1	July 8	July 25
September '19	August 1	August 7	August 28
October '19	August 29	September 6	September 27
November '19	October 1	October 7	October 25
December '19	November 4	November 7	November 26
January '20	December 2	December 6	December 30

\*proposed mail dates

# 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: **513.263.6638**

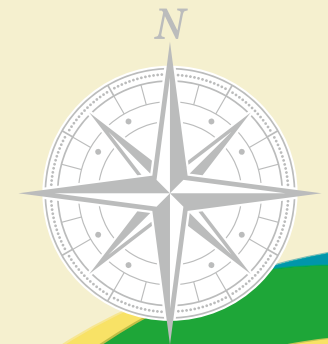
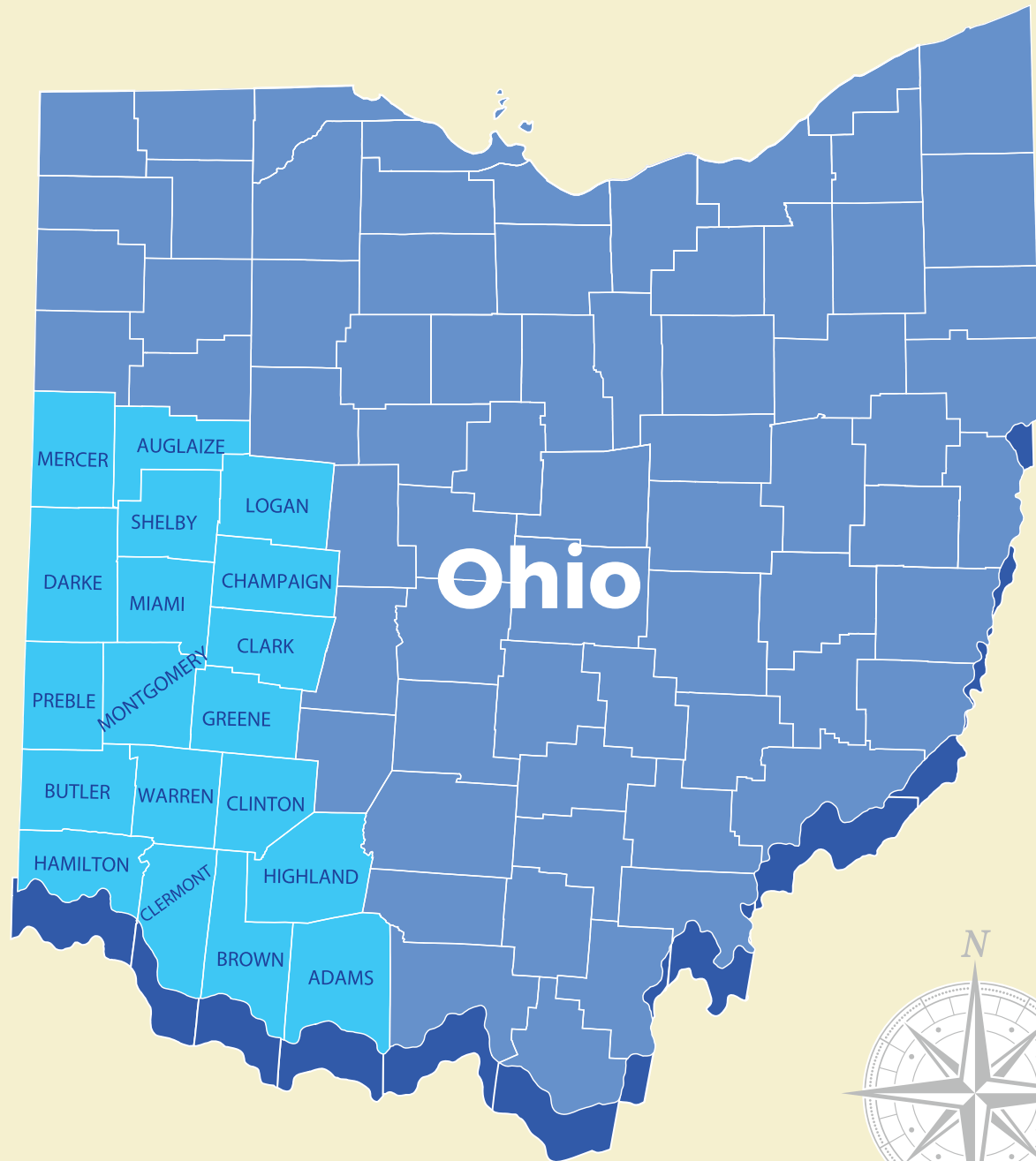


# Map of the counties of the Archdiocese of Cincinnati

**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, Clermont, Clinton, Darke, Greene, Hamilton, Highland, Logan, Mercer, Miami, Montgomery, Preble, Shelby and Warren counties.

Square miles - 8,543



# Terms

- 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
- 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.

## Deadlines

- ROP/Display Deadline is the first of the month, one month prior to the run date unless otherwise indicated.
- Reservation 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 135,000 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 135,000+ 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.

**Deacon Graham Galloway**

**513-263-6638**



# 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. Adobe Acrobat PDF is the preferred format.



## OUTPUT RESOLUTIONS

- Resolution should be 300 dpi for black-and-white and color images.

**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.



## 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.



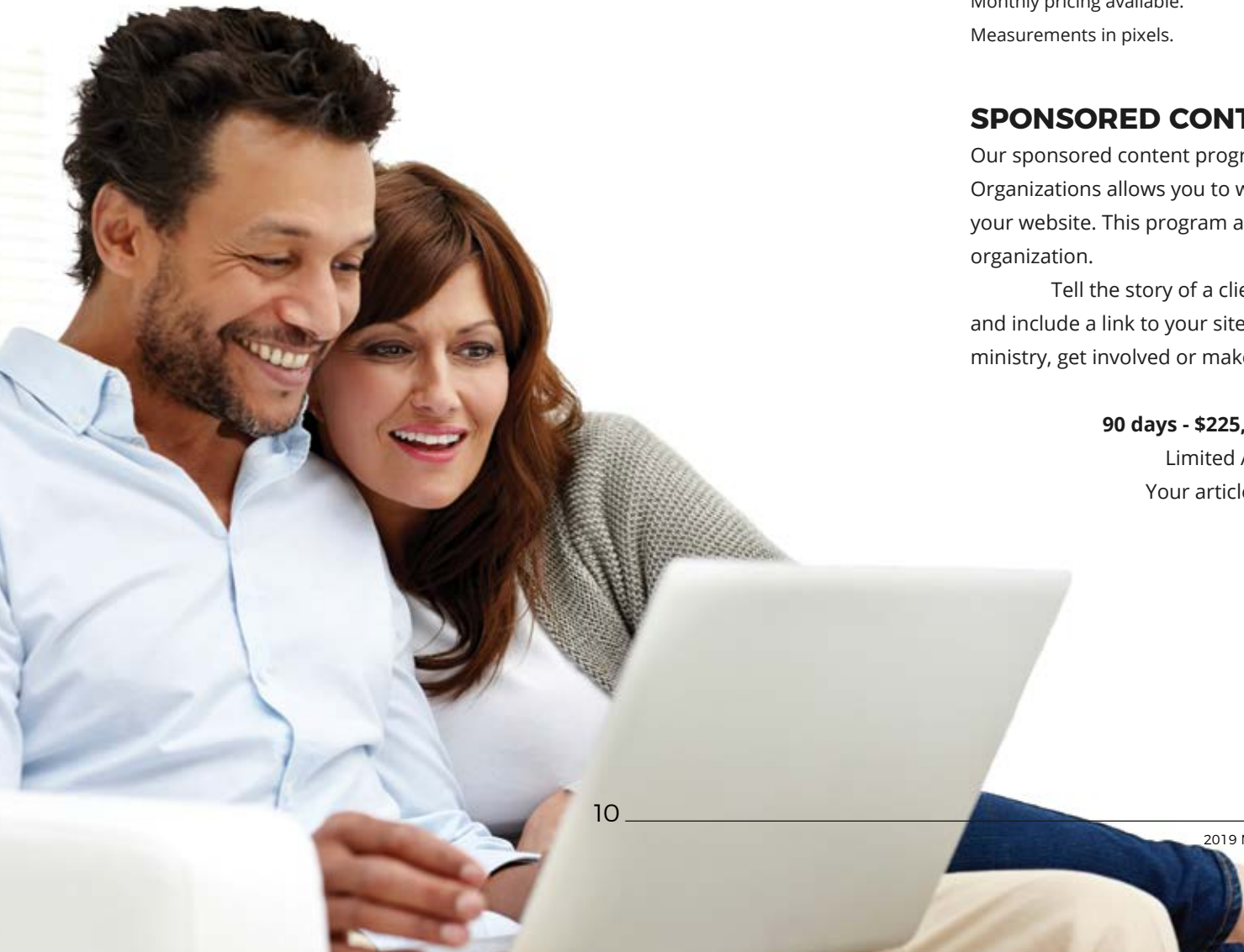
## HOW TO SEND YOUR FILES

E-mail your ads to:  
[ggalloway@catholiccincinnati.org](mailto:ggalloway@catholiccincinnati.org).

Please include the advertiser's name in the subject line. If sending ads via e-mail, please send PDF files.

## Online ads

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



### 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.

# Modular Advertising Rates

Ad Size	1x	4x	8x	12x
Full Page	\$2,558.40	\$2,174.64	\$1,918.80	\$1,662.96
Half Page	\$1,476.00	\$1,254.60	\$1,107.00	\$959.40
Quarter Page	\$836.40	\$710.94	\$627.30	\$543.66
Eighth Page	\$492.00	\$418.20	\$369.00	\$319.80



**SEPTEMBER 24 - 29, 2016**

**Join Father Ray Kellerman**  
 Pastor of Holy Trinity Church  
 in Norwood, Ohio, on a journey  
 to Mexico and the  
**SHRINE OF OUR LADY OF GUADALUPE**

**Highlights of this 5-night travel package include:**

- visiting the beautiful Basilica of Our Lady of Guadalupe
- viewing the famous Tilma of St. Juan Diego
- a journey to the ancient Pyramids of the Sun and Moon at Teotihuacan
- visiting the National Palace and Chapultepec Park
- shopping in the markets of Coyoacan
- riding on the canals of Xochimilco
- staying overnight in a convent
- a farewell dinner

**St. Francis de Sales PARISH**

We invite you to join us for  
**Holy Week and Easter.**

**Palm Sunday** – 8:30 & 11:00 a.m.  
**Holy Thursday** – 7:00 p.m.  
**Good Friday** – 12:00 p.m.  
**Easter Vigil** – 8:45 p.m.  
**Easter Sunday** – 8:30 & 11:00 a.m.

1600 Madison Rd. • Cincinnati, Ohio  
 513-961-1945 † [saintfrancisdesalesparish.org](http://saintfrancisdesalesparish.org)

**St. Margaret's**

- New Short-stay Rehab Unit
- Assisted Living and Skilled Nursing
- Private Rooms
- Daily Mass
- Over 50 years of loving care
- 5-Star facility ★★★★★

Compassionate loving care served by the  
 Carmelite Sisters for the Aged and Infirm

1960 Madison Cincinnati, OH  
 513.751.5888

**URSULINE**  
 Voice. Values. Vision.®

**OPEN HOUSE**  
 Sunday, Nov. 1  
 1:00 p.m. – 4:00 p.m.  
 (Mass at Noon)

**ENTRANCE TEST**  
 Saturday, Nov. 21  
 8:30 a.m. – 12:30 p.m.

**Registration required**  
 (513) 791-5791 x 1116  
[www.ursulineacademy.org](http://www.ursulineacademy.org)

Information nights for 7th and 8th grade students and parents held September through November.  
 RSVP to Molly McClarnon at [mmclarnon@ursulineacademy.org](mailto:mmclarnon@ursulineacademy.org)



# The Catholic Telegraph

Contact Deacon Graham Galloway for information.

**Deacon Graham Galloway**

513-263-6638

[ggalloway@catholiccincinnati.org](mailto:ggalloway@catholiccincinnati.org)

100 East Eight Street

Cincinnati Ohio 45202

