

## WHY ADVERTISE IN THE CATHOLIC TELEGRAPH?

**133,000+**  
CATHOLIC FAMILIES IN  
SOUTHWEST OHIO

**VERY DIVERSE**  
GROUP INCLUDES  
RURAL + URBAN  
COMMUNITIES,  
SPANNING SEVERAL  
GENERATIONS



### INCOME

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



### EMPLOYMENT

**53%** of our readers are employed either full or part-time. **37%** have retired.



### HOME OWNERSHIP

**86.5%** of current readers own their homes. 125% above the national average according to 2000 US Census.



### BANKING

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



### 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%**
- Schools/education **34.9%**

### FOR ADVERTISING INQUIRIES

Deacon Graham Galloway  
Advertising Sales Director  
[ggalloway@catholiccincinnati.org](mailto:ggalloway@catholiccincinnati.org)  
513.263.6638

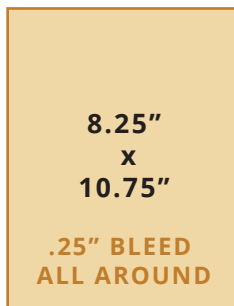


## THE CATHOLIC TELEGRAPH

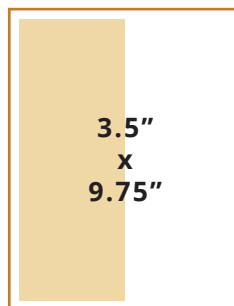
### Magazine Pricing 2020

| POSITION                                | 1x      | 6x      | 12x     |
|---|---------|---------|---------|
| BACK COVER                              | \$3,300 | \$2,970 | \$2,640 |
| INSIDE FRONT COVER<br>INSIDE BACK COVER | \$3,150 | \$2,835 | \$2,520 |
| FULL PAGE                               | \$2,900 | \$2,610 | \$2,320 |
| 1/2 PAGE                                | \$1,740 | \$1,566 | \$1,392 |
| 1/3 PAGE                                | \$1,160 | \$1,044 | \$928   |
| 1/4 PAGE                                | \$870   | \$783   | \$696   |
| 1/8 PAGE                                | \$495   | \$446   | \$396   |

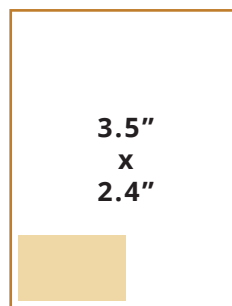
FULL PAGE



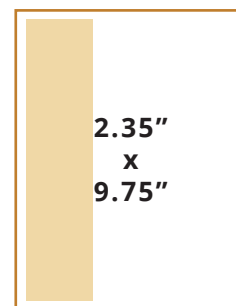
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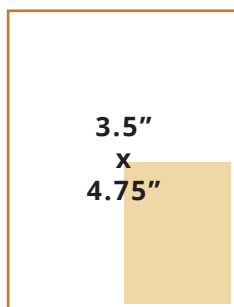
EIGHTH PAGE



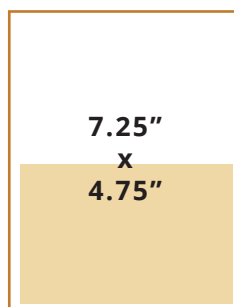
THIRD PAGE



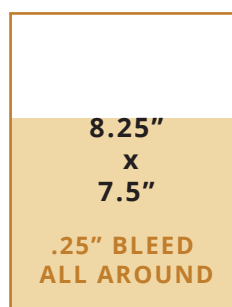
QUARTER PAGE



HALF PAGE



BACK COVER



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## THE CATHOLIC TELEGRAPH

### Magazine Deadlines 2020

|             | SCHEDULING DEADLINE | AD ART DEADLINE | IN-HOME DATE         |
|-------------|---------------------|-----------------|----------------------|
| <b>JUNE</b> | APRIL 24            | MAY 1           | JUNE 1-6             |
| <b>JULY</b> | MAY 25              | JUNE 1          | JULY 2-6             |
| <b>AUG</b>  | JUNE 24             | JULY 1          | JULY 30 - AUG 3      |
| <b>SEPT</b> | JULY 28             | AUG 3           | AUG 30 - SEPT 4      |
| <b>OCT</b>  | AUG 27              | SEPT 1          | OCT 1-5              |
| <b>NOV</b>  | SEPT 24             | OCT 1           | NOV 2-6              |
| <b>DEC</b>  | OCT 26              | NOV 2           | NOV 30 -DEC 5        |
| <b>JAN</b>  | NOV 23              | DEC 1           | DEC 28 - JAN 4, 2021 |

### MONTHLY THEMES

#### **JUNE**

RADIATE CHRIST  
PASTORAL LETTER  
BI-CENTENNIAL KICKOFF

#### **JULY**

FAITH AT HOME

#### **AUG**

BACK TO SCHOOL

#### **SEPT**

WORKS OF MERCY  
HISPANIC HERITAGE  
MONTH

#### **OCT**

FAITHFUL CITIZENSHIP  
RESPECT LIFE MONTH  
CATHOLIC SCHOOL OPEN  
HOUSES

#### **NOV**

CATHOLIC BLACK HISTORY  
MONTH

#### **DEC**

ADVENT + CHRISTMAS

#### **JAN**

CATHOLIC SCHOOLS WEEK  
PRO-LIFE

## WHY ADVERTISE ON THE CATHOLIC TELEGRAPH WEBSITE?

It is a great way to reach your target audience and to compliment and maximize your print advertising using animated and static digital ads. The Catholic Telegraph website averages more than 140,000 page views per month.



### PREMIUM AD SPACES

### THECATHOLICTELEGRAPH.COM

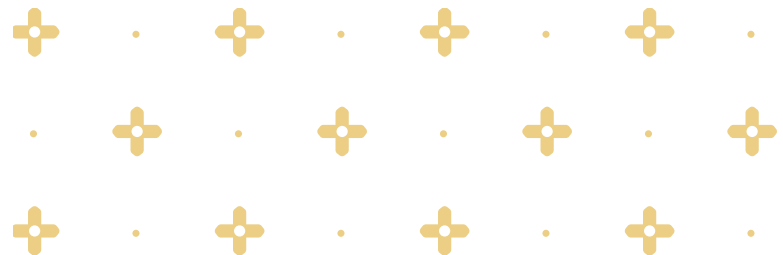
All spaces have limited availability

- **Leaderboard (top):** 728 px X 90 px | \$400 per month
- **Banner (lower):** 650 px X 250 px | \$300 per month
- **Sidebar (side):** 300 px X 250 px | \$200 per month

**ALL FILES MUST BE IN RGB FORMAT + 72 DPI.**

### SPECIFICATIONS

- Rates are per month + client will be billed monthly.
- Ads must be submitted in jpg, gif, animated gif or png formats.
- Ads are placed on a Run of Site (ROS) rotating basis.



### WEEKLY SPONSORSHIP OPPORTUNITIES

### THE EMBER EMAIL

Reaches 2,000+ subscribers each week

\$50 for either sponsorship

- **Top Sponsor**
- **One of the "Two Cool Things" - limit 1x per month**

