



Diocese of Madison

# Catholic Herald

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702 S. High Point Rd., Ste. 121  
Madison, WI 53719  
www.madisoncatholicherald.org

## RETAIL RATES

Calculate ad size by multiplying number of columns wide by number of inches deep.

### DISPLAY AD OPEN RATE

Per Column Inch \$23.50

### DISPLAY AD PARISH RATE

Per Column Inch \$13.40

### ANNUAL CONTRACT RATES

Column Inches	Rate
10	\$20.65
50	\$16.75
100	\$15.25
200	\$13.80
300	\$13.40
400	\$13.00
750	\$12.60
1000	\$11.40

### FULL PAGE

60 Column Inches \$915.00

### COLOR

Add full color for \$100 per ad.

### LIVE LINKS IN e-EDITION

Add live links for any email or web addresses for \$20 per ad.

### CLASSIFIED ADS

\$.40 per word, \$4.00 minimum

### PRE-PRINTED INSERTS

Please contact us for current information.  
Inserts zoned by zip code are also available.

### CATHOLIC HERALD WEBSITE ADS

Please contact us for availability and pricing.

## SPECIFICATIONS

Column Widths:

- 1 column: 1.875 inches wide
- 2 columns: 4 inches wide
- 3 columns: 6.0625 inches wide
- 4 columns: 8.125 inches wide
- 5 columns: 10.25 inches wide

Full page size is 10.25 inches wide by 12 inches tall

Ads must be between 1" and 6" tall or full 12" tall

Color ads must be CMYK

Minimum resolution: 300 dpi

## DEADLINES

The *Catholic Herald* is published every other Thursday.

Deadline for display ads is the Monday ten days before the desired publication date.

Deadline for classified ads is Wednesday at 10 a.m. eight days before the desired publication date.

## POLICIES

- All advertising is subject to approval by the publisher.
- The *Catholic Herald* reserves the right to refuse or cancel any advertising at any time.
- Minimum size is 1 column wide by 1 inch deep.
- Political advertising is not accepted.
- Ads that appear in a form similar to news material will have "paid advertisement" inserted above the ad.
- The *Catholic Herald* will not knowingly accept or publish material that is in violation of the law. Advertisers and/or agency state that either has the authority to place the ad and agree to assume liability for all contents of all ads printed, as well as any claim arising therefrom made against the *Catholic Herald*.