

TODAY'S CATHOLIC MEDIA KIT

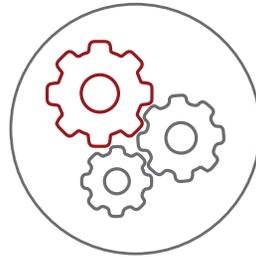


TODAY'S CATHOLIC

ADVERTISE WITH US



PRINT EDITION
PAGES 3-4



SERVICE DIRECTORY
PAGE 5



TODAY'S CATHOLIC WEBSITE
PAGES 7-8

PRINT EDITION

**Today's Catholic is
the perfect partner
for our advertising
market; they
always go the
extra mile to help.**

--

Kathy Retzios
St. Anne Communities



NEWSPAPER ADVERTISEMENT RATES

STEP 1. PICK YOUR SIZE

See the prior page for dimensions

STEP 2. PICK YOUR FREQUENCY

In how many issues would you like to run your ad? Is this for a special feature or particular issue?

STEP 3. AD CREATION AND SUBMISSION

Many ad sizes have two options: both a horizontal and vertical option. Simply let Jennifer know which you will be submitting so that we can save the space.

Ads should be sent as PDFs to Jennifer Simerman 10 days prior to publication date. jsimerman@diocesefwsb.org

COST ESTIMATOR

COST PER AD: \$ _____
 NUMBER OF ISSUES: x _____
 TOTAL: \$ _____

CUSTOM PRICED INSERTS AVAILABLE UPON REQUEST

SIZE	1 issue	2-6 issues	7-12 issues	13-24 issues	25+ issues
Full Page	\$1040	\$1019	\$998	\$977	\$936
1/2 Page	\$512	\$501	\$491	\$481	\$460
Jr. Page	\$384	\$376	\$368	\$360	\$345
1/4 Page	\$256	\$250	\$245	\$240	\$230
1/8 Page	\$128	\$125	\$122	\$120	\$115
1/16 Page	\$64	\$62	\$61	\$60	\$57

CUSTOM SIZING	1x	2-6x	7-12x	13-24x	25+x
Cost per inch	\$16	\$15.68	\$15.36	\$15.04	\$14.40



SERVICE DIRECTORY

WHAT IS THE SERVICE DIRECTORY?

The Service Directory is a combined display listing of business services located in the Diocese of Fort Wayne-South Bend.

The directory is published twice per month on the first and third Sundays. Advertisers must advertise in a minimum of 12 issues and may choose whether to be published on the first Sunday, third Sunday, or both.

Size: 3.25" wide x 2" tall
Cost: \$45 per issue

<p>Expertise you can rely on.</p> <p>Michael Kendzicky Glen Lothary James Lothary Michael Marien</p> <p>Private Wealth Management 4220 Edison Lakes Parkway, Suite 100 Mishawaka, IN 46545 574-247-6830 . 800-866-9022 rwbaird.com</p> <p>©2015 Robert W. Baird & Co. Incorporated. MC-46527.</p> 	<p>Henry's Landscaping LLC Commercial and Residential</p>  <p>Mowing Hydroseed Mulching Sod Installation</p> <p>Landscape Design Commercial Salting and Plowing Landscape and Property Maintenance</p> <p>Call for a FREE quote today! (260) 749-8793 www.henryFW.com</p>	<p>Park Lake Medical Building LEONARD J. Andorfer & Co., LLP CERTIFIED PUBLIC ACCOUNTANTS</p> <p>2410 Lake Avenue P.O. Box 5486 Fort Wayne 46895-5486 (260) 423-9405 Fax: (260) 422-9206</p> <p>• Tax Planning and preparation corporations, individuals and partnerships • Estates and Trusts • Auditing Services Visit us at www.ljandorfer.com</p>
 <p>Visiting Nurse</p> <ul style="list-style-type: none"> • Hospice Care • Hospice Home • Palliative Care • Grief Support <p><i>Caring for the community since 1888</i> 5910 Homestead Road, Fort Wayne, IN 46814 (260) 435-3222 www.vnfw.org</p>	 <p>Peerless CLEANERS SINCE 1915</p> <p>10 Locations Fort Wayne, Angola, Auburn and Warsaw</p> <p>4121 Hillegas Rd. Ft. Wayne, IN 46808 260.422.9374 / Toll Free 1.800.514.9689 www.peerless-cleaners.com</p> 	 <p>Kari M. Peters NMLS#891575</p> <p>CONV - FHA - VA - USDA</p> <p>LEGACY LENDING GROUP, INC. <i>The LOGICAL Choice</i> • FREE PRE APPROVALS! Cell: 260-440-4181 kari@legacylend.com</p> <p>Parishioner: Immaculate Conception, Ege</p> <p><i>"If you are what you should be, you will set the whole world on fire."</i> -St. Catherine of Siena</p>

WEBSITE

We very much appreciate the opportunity to advertise in Today's Catholic. They have been able to help us reach out to people who we want to get to know.

--

Kathleen Matuszak
St. Joseph Funeral Home
& Cemetery



WEBSITE HOME PAGE

HOME PAGE FEATURE AD | \$300

Our Home Page Feature Advertisers have an exclusive monopoly on the premium advertising slot on our website. Always located at the top of our home page, this advertising slot is seen by any who visit our home page. While most of the advertisements on our website follow the industry practice of rotating, this ad does not: it is seen 100% of the time.

The Home Page Feature Ad is \$300 per week.

HOME PAGE CLASSIC AD | \$250

Our Home Page Classic Advertisement appears beneath our frequently-visited events calendar. With only two advertising opportunities in this slot at any given time, your ad is guaranteed to be seen by 50% of all visitors to our home page.

The Home Page Classic ad is \$250 per week.

DATES AND SUBMISSION

Ads are sold on a one-week rotation and are published on Tuesday afternoons. Dates are first-come-first-serve, so reserve early for these premium spots. Ads should be sent as a 300px wide by 250px tall PNG or JPEG file to Jennifer Simerman: jsimerman@diocesefwsb.org

The screenshot displays the homepage of 'Today's Catholic', which serves the Diocese of Fort Wayne - South Bend. The page features a navigation menu, a search bar, and a large banner image of a church interior. Below the banner, there are several news articles categorized by 'LOCAL', 'SCHOOLS', 'PARISH', 'BISHOP', 'WORLD NEWS', 'VATICAN', 'NATIONAL', and 'COLUMNS'. On the right side, there are two advertisement slots for 'HOME PAGE FEATURE' (300px x 250px) and 'HOME PAGE CLASSIC' (300px x 250px). The 'HOME PAGE CLASSIC' ad is currently displaying an advertisement for 'The best news. Delivered to your inbox.' with a call to action to 'Subscribe to our mailing list today.'

ADVERTISEMENT ON ARTICLES

PINNED ARTICLE AD | \$200

Want to congratulate that graduating senior, advertise your school on an article celebrating that school, or otherwise target your audience by pairing your ad with an article of interest to that particular audience?

Pinned ads are the solution for you. Pinned ads are the exclusive advertisement on their articles, and they never expire.

ROTATING AD | \$200

Our rotating ad is our industry-standard option, with up to two classic article ads appearing on each article, each offering a rotation of five different ads.

Looking to simply put yourself out there and cast a wide net? At \$200 per week, this option is for you!

SUBMISSION

FILE TYPE: Ads should be sent as a JPEG (RGB) or PNG

PINNED SIZE: Flexible dimensions.

CLASSIC SIZE: 300px wide by 250px tall

SUBMIT TO: Jennifer Simerman: jsimerman@diocesefwsb.org



OCTOBER 18, 2017 // SCHOOLS

All-school Mass calls children to holiness

 **Jennifer Miller**
Freelance Writer

[f](#) [t](#) [+](#)

With a children's choir singing and a hand bell choir playing the Litany of Saints, Purcell Pavilion at the University of Notre Dame witnessed a small foretaste of heaven Oct. 10 as Catholic schools from the western part of the Diocese of Fort Wayne-South Bend gathered together to worship and to celebrate Mass. Superintendent Marsha Jordan captured the feeling in the building when she said in her welcome address, "It is a great joy to join together to celebrate the sacrifice of the holy Mass."

**PINNED
ARTICLE AD**

**flexible
dimensions**