Today's Catholic

MEDIA KIT

The living and substantial act of thanksgiving is Jesus, in the Eucharist

BY JENNIFER MILLER

Serving the Diocese of Fort Wayne-South Bend

November
The content in Today's Catholic aligns perfectly with the mission of Saint Anne Communities. Their publishing team supports us in reaching our marketed audience with their seamless approach. We are proud to collaborate with Today's Catholic as our partner in advertising.”

— Elaine Wilson, COO
Saint Anne Communities
NEWSPAPER ADVERTISEMENT SIZES

WE'RE HERE TO WORK WITH YOU.

The print edition of Today’s Catholic offers a variety of standard advertising sizing options, so we’re sure you’ll find one that’s ideal for you.

For pricing information, flip to the next page.

HAVE AN ALREADY-CREATED AD?

No problem! Simply send it to Erika Barron (ebarron@diocesefwsb.org) and we can work out custom sizing and pricing.

Note: While we can use any ad height (up to 13”) all ad widths must be in increments of 2”. Is your ad a different width? If so, we may be able to scale it to fit.
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 Erika know which you will be submitting so that we can save the proper space.

Ads should be sent as PDFs to Erika Barron 10 days prior to publication date. ebarron@diocesefwsb.org

COST ESTIMATOR
COST PER AD: $__________
NUMBER OF ISSUES: x ________
TOTAL: $__________

INSERTS AVAILABLE UPON REQUEST AT A PRICE OF $100 PER THOUSAND

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

<table>
<thead>
<tr>
<th>CUSTOM SIZING</th>
<th>1x</th>
<th>2-6x</th>
<th>7-12x</th>
<th>13-24x</th>
<th>25+x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per inch</td>
<td>$16</td>
<td>$15.68</td>
<td>$15.36</td>
<td>$15.04</td>
<td>$14.40</td>
</tr>
</tbody>
</table>

SAVE 2%  | SAVE 4%  | SAVE 6%  | SAVE 8%  | SAVE 10%  |
1x         |          |          |          |          |
2-6x       |          |          |          |          |
7-12x      |          |          |          |          |
13-24x     |          |          |          |          |
25+x       |          |          |          |          |
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
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
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 Erika Barron: ebarron@diocesefwsb.org.
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.

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!

**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:** Erika Barron | ebarron@diocesefwsb.org