



The CATHOLIC MISSOURIAN

Official newspaper of the Catholic Diocese of Jefferson City

Display Advertising

Circulation

22,600 Catholic households in 38 counties of central and northern Missouri (Adair, Audrain, Benton, Boone, Callaway, Camden, Chariton, Clark, Cole, Cooper, Crawford, Gasconade, Hickory, Howard, Knox, Lewis, Linn, Macon, Maries, Marion, Miller, Moniteau, Monroe, Montgomery, Morgan, Osage, Pettis, Phelps, Pike, Pulaski, Putnam, Ralls, Randolph, Saline, Schuyler, Scotland, Shelby, Sullivan)

Publication frequency

44 issues per year; published weekly on Fridays, except alternate weeks in June, July & August, and first issue after Christmas

Rates

In-state rate is \$10 per column inch
National rate is \$11 per column inch

Dimensions

Tabloid newspaper, approx. 14" deep x 10 1/2" wide
5-column format (available space per page is 9.75" x 12.5")
1 column width--1.799" 4 column width--7.763"
2 column width--3.787" 5 column width--9.75"
3 column width--5.775" back page--9.75" x 11"

Deadlines

Space reservation--10 business days prior to publication date; copy deadline--8 business days prior to publication date. (Ad copy is subject to approval)

Color

full CMYK color is available at an additional \$1.50 per column inch or \$50 (whichever is less)

Specifications

Electronic-ready ads should be submitted in .pdf format with fonts embedded; graphic images should be at least 300 dpi

Inserts

\$60 per 1,000 for full run, up to 1.0 oz. (additional charges may apply for multiple page inserts)
Maximum finished insert size is 5.5" x 8.5"
Inserts should be received by our printer one week prior to publication date. (Please contact us for shipping information.)
Zoned inserts available

Terms

All ad copy is subject to approval. The Catholic Missouriian does not accept advertising for political causes & candidates, alcohol, tobacco, or games of chance. Advertising contrary to the moral teachings of the Catholic Church is not accepted.

Contact

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