

Retail Rates

Calculate ad size by multiplying number of columns wide by number of inches deep. The Catholic Herald has five columns to a page.

Annual Contract Rates

Column Inches	Rate
Standard (open)	\$11.28
10	9.54
50	7.50
100	7.19
200	6.83
300	6.68
400	6.48
750	6.32
1000	6.12
Full page (60 col. inches)	419.40
Color Charges (full color)	Add 315.00
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Diocesan Parishes/Schools	6.68
Vocational	6.83
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Classified Ads	
Business/Parish rate	7.20/ col inch
Display/Business rate	9.35/ col inch

Specifications

Maximum Copy Measurements: 10-1/4" wide x 12 deep

Column widths	
1	1.8750 inches
2	4 inches
3	6.0625 inches
4	8.1250 inches
5	10.25 inches

Double Truck: Gutter charged as 3/4 column Minimum depth of 8"

Halftone screen: 85 lpi

Electronic files: Line art — 600 dpi Photographs/Grayscales — 175 dpi

Gray Range — 8% to 88%

Gray values lower than 15% not recommended.

We are a Mac-based newspaper. We prefer files in PDF format. Call 715-394-0214 or email mkasper@catholicdos.org for further information.

Deadlines

The Catholic Herald is published every other Thursday (typically two times a month). Space reservations must be made eight days in advance for the following edition.

Special Section

Advertising: Wednesday, 2 p.m.

Space Reservation

Display Advertising: Thursday, 2 p.m.

Classified Advertising: Thursday, 2 p.m.

Copy/Artwork for ads

Display Advertising: Thursday, 4:30 p.m.

Classified Advertising: Thursday, 4:30 p.m.

Pre-Printed Inserts

Information available upon request. Zoned inserts by zipcodes available. Call at least three weeks in advance to desired publication date.

Advertising information for all three Wisconsin Catholic Heralds available. Call 715-394-0214 or email mkasper@catholicdos.org for further information.

Policies

- All advertising accepted is subject to approval by the publisher.
- The Catholic Herald reserves the right to refuse or cancel any advertisement at any time.
- Political advertising is not accepted.
- Ads that appear in form similar to news material will have the words "Paid Advertisement" inserted above or near the ad.
- Minimum size is one inch high by one inch deep.
- The Catholic Herald is not responsible for errors in advertisements that are accepted after normal deadlines.
- 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 there from made against the Catholic Herald.
- All agreements should be in writing.