




**Diocese of Superior**




**103**  
Parishes




**71**  
Priests



**6** Catholic  
Hospitals



**62**  
Sisters



**14** Elementary  
Schools

## 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
Diocesan Parishes/Schools	6.68
Vocational	6.83

Classified Ads	Rate
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](mailto: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 & Classifieds: Thursday, 2 p.m.

### Copy/Artwork for ads

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

### Pre-Printed Inserts

Information available upon request. Zoned inserts by zipcodes available. Call at least three weeks in advance of desired publication date. Advertising information for all three Wisconsin Catholic Herald's available.

## Policies

All advertising 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 advertisement and agree to assume the liability of all ads printed, as well as any claim arising there from made against the Catholic Herald

All agreements should be in writing



# Insertion Order Form

Issue \_\_\_\_\_ Fax to: 715-392-8656 Advertising Department

Space Reservation Deadline: **Eight days before issue to be published**

<b>Full Page</b>	10.25" x 12"			<b>\$400.80</b>
<b>1/2 Page</b>	10.25" x 6"	8" X 7.5"	6" X 10.25"	<b>\$200.40</b>
<b>1/4 Page</b>	8" X 4"	6" X 5"	4" X 8"	<b>\$106.88</b>
<b>1/8 Page</b>	4" x 4"	6" X 2.5"	2" X 8"	<b>\$53.44</b>
<b>1/16 Page</b>	4" X 2"	2" X 4"		<b>\$26.72</b>

Company \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail (optional) \_\_\_\_\_

Additional notes

The Catholic Herald will layout your ad at no charge using your text and graphics.

Simply provide the information and we will work with you to create your ad.

To expedite your order, please fax this form back to us or include the form when you send your display advertisement. Our mailing address is **P.O. Box 969, Superior, WI, 54880.**