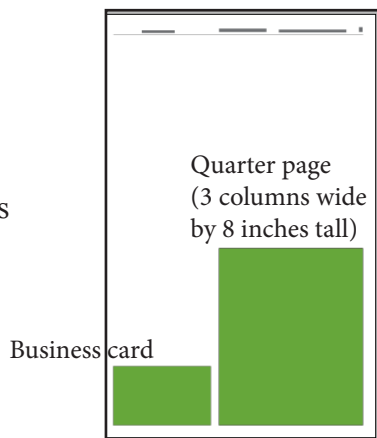


Sample sizes and costs

Business card: 2 columns (3 ¾ inches) by 5 inches high, \$70

Quarter page:

3 columns (5 ½-inches wide) by 8 inches high, or 5 columns (9 ¾-inches wide) by 2.5 inches high, or 4 columns (7 ¾-inches wide) by 3 inches high, \$340



The Catholic Mirror reaches 100 percent of registered Catholics in the Diocese of Des Moines

Home delivered by mail

Total circulation of about 35,000 in central and southwest Iowa

Advertising Rates

Prices based on number of column inches.
Each column inch equals 1 13/16 inches by 1 inch tall.

Display Advertising

Standard rate:

\$14.20 per column inch black and white

Discount rate:

- 15 percent off if ordered through a recognized advertising agency
- 25 percent off for parishes and schools

Color: Additional 25 percent

Inserts

- Advertising inserts, preprints and tabloids accepted upon approval of the editor.
- No ads soliciting funds accepted.
- Standard rate is \$60 per thousand.
- Commissionable to advertising agencies.

Classified Advertising
\$2.50 per line, 3 line minimum
9-point type

Printing Schedule

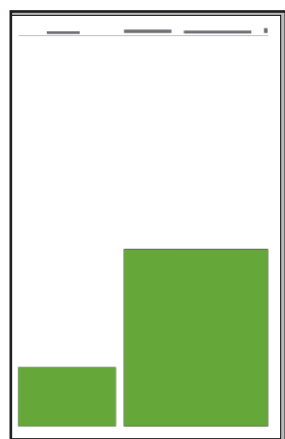
Deadline: First Friday of the month
Published: Third Friday of the month

Mechanical Specifications

- Printed offset
 - 5 columns per page
 - 1 column = 1 13/16 inches
 - 2 columns = 3 ¾ inches
 - 3 columns = 5 ¾ inches
 - 4 columns = 7 ¾ inches
 - 5 columns = 9 ¾ inches
 - Page depth is 15 ¼ inches
- High resolution PDF files accepted

Terms and Conditions

- * At its sole discretion, The Catholic Mirror reserves the right to reject, discontinue or revise any advertising or portion thereof.
- * A written agreement (email acceptable) required in order to earn contracted rates.
- * The Catholic Mirror reserves the right to adjust its advertising rates at any time upon 30 days notice in writing.
- * Advertisement will be published and billed in exact space ordered.
- * Invoices payable 30 days following publication.



Half page: 5 columns (9 ¾-inches wide) by 7.6 inches high, \$520

Full page: 5 columns (9 ¾-inches wide) by 15 ¼-inches high, \$1080

