Sample sizes and costs

**Business card:**
- $56 - Black and white
- $70 - Color
- 2 columns (3 ¾ inches) by 2 inches tall

**Quarter page:**
- $340 - Black and white
- $425 - Color
- (3 options):
  - **Option #1:**
    - 3 columns (5 1/2-inches wide) by 8 inches tall
  - **Option #2**
    - 4 columns (7 3/4-inches wide) by 6 inches tall
  - **Option #3**
    - 5 columns (9 ¾-inches wide) by 4.8 inches tall

**Half page:**
- $540 - Black and white
- $675 - Color
- 5 columns (9 ¾-inches wide) by 7.6 inches tall

**Full page:**
- $1080 - Black and white
- $1350 - Color
- 5 columns (9 ¾-inches wide) by 15 ¾-inches tall

---

**THE CATHOLIC MIRROR**

*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 3/4 inches
  - 4 columns = 7 3/4 inches
  - 5 columns = 9 ¾ inches
- Page depth is 15 1/4 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.