

Reaching 35,000 households in the Diocese of Des Moines...

“The Catholic Mirror allows us to share information about our Catholic institutions and reach out to the whole Catholic community throughout Southwest Iowa. For me, the Mirror is a double resource: news and spirituality.”

- Joe Connolly, former president of St. Albert Catholic School and current executive director of St. Thomas More Center



THE CATHOLIC MIRROR

Advertising Rates

“I am grateful to have a diocesan newspaper! Not only do I have information about what is happening around the diocese, I also stay informed on Catholic issues and Bishop Pates’ response to issues in the news.”

- Lisa, Corpus Christi Parish Council Bluffs

“Thank you for supporting *The Catholic Mirror* - one of our most important communication tools for reaching the people of the Diocese of Des Moines.”

Bishop Richard E. Pates
Bishop of Des Moines

“Considering the large area that the diocese covers, I appreciate the Mirror’s attention to God’s work through the people of Southwest Iowa.”

-Father Andrew Windschitl
Associate pastor at St. Francis Parish, West Des Moines



“The Catholic Mirror is key to understanding why the Church advocates on issues related to life and human dignity.”

- Tom, Holy Trinity Parish Des Moines

THE CATHOLIC MIRROR

601 Grand Ave.,
Des Moines, IA 50309
(515) 237-5046

fax (515) 237-5070

email: kcollins@dmdiocese.org

www.dmdiocese.org

Sample sizes and costs

Business card:

\$56 - Black and white

\$70 - Color

2 columns (3 ¾ inches) by

2 inches tall



Quarter page:

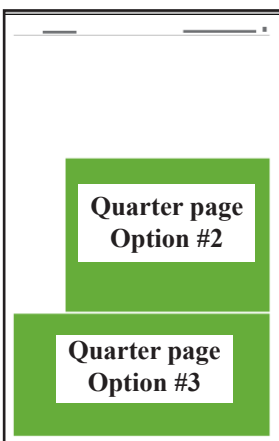
\$340 - Black and white

\$425 - Color

(3 options):

Option #1:

3 columns (5 ½-inches wide)
by 8 inches tall



Option #2

4 columns (7 ¾-inches wide)
by 6 inches tall

Option #3:

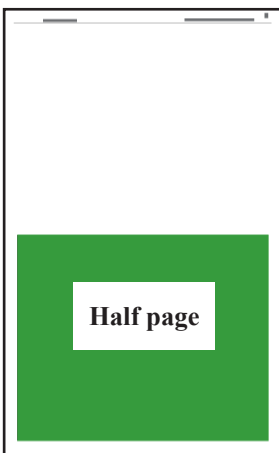
5 columns (9 ¾-inches wide)
by 4.8 inches tall

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 ¼-inches tall



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.