

Sample sizes and costs

Business card:

\$56 - Black and white

\$70 - Color

2 columns (3 ¾ inches) by
2 inches tall



Quarter page:

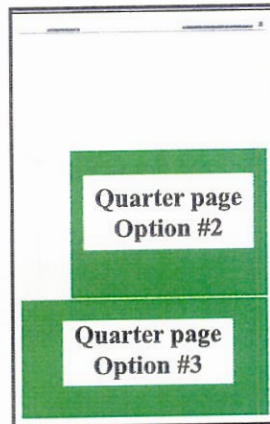
\$340 - Black and white

\$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.