

The Catholic Free Press

'You shall know the truth and the truth shall make you free.' – John 8:32

Established in 1951

Frequency: Weekly on Friday

Circulation: 10,000

Readership: 30,000

Our mission

Our primary mission is to inform Catholics in the Diocese of Worcester about what is happening in the Church at the parish, diocesan, state, national and international levels.

Part of that primary mission means that we serve as an arm of the Bishop's teaching ministry. In concert with this mission, we educate, enlighten, evangelize and contribute to a strengthened sense of Catholic community in the diocese.

Finally, through columns and editorials, we attempt to define and clarify important issues facing Catholics and, in so doing, we provide a counterbalance to a largely secularized and spiritually alienated media.

- Weekly print edition
- eEdition with live links to advertisers
- catholicfreepress.org with advertising opportunities
- Special sections to advertise or promote your business/events

A publication of the Communications Ministry, Diocese of Worcester

WWW.CATHOLICFREEPRESS.ORG

digital.catholicfreepress.org facebook.com/CatholicFreePressnews

Special Advertising Opportunities 2021

JAN. 8	SHOP OUR ADVERTISERS	AUG. 20	BACK TO SCHOOL
FEB. 1-5	SCHOOLS OPEN HOUSE	SEPT. 10	TRAVEL & RETREATS
FEB. 19	CATHOLIC COLLEGE WEEK	SEPT. 24	FALL FESTIVALS
MARCH 12	SUMMER CAMPS	OCT. 22	BEREAVEMENT
MARCH 26	JUBILARIANS	NOV. 5	SCHOOLS OPEN HOUSE
APRIL 2	EASTER GREETINGS	NOV. 12	RELIGIOUS EDUCATION
APRIL 23	CAREER/VOCATION	NOV. 19	THANKSGIVING GREETINGS
MAY 21	TRAVEL & RETREATS	NOV. 26	CHRISTMAS GIFT GUIDE
JUNE 4	GRADUATIONS	DEC. 3	CHRISTMAS GIFT GUIDE
JUNE 25	SENIOR LIVING	DEC. 17	CHRISTMAS GREETINGS
AUG. 6	DIRECTORY	DEC. 24	NEW YEAR'S GREETINGS

ASK YOUR ACCOUNT REP ABOUT

Regular monthly/weekly special advertising sections including:

Business Directory - Funeral Directors - TV Programming - Youth Page

Don't forget to ask about **Catholic Schools Week Jan. 31-Feb. 6**

Discover Catholic School Week Nov. 14-20

Advertising Opportunities *Online*

eEdition
digital.catholicfreepress.org



catholicfreepress.org

Web Ads - 250 pixels wide – \$30 per/month.
Special offer: \$300 per/year when paid in full.
All we need is your logo and web address to link to your website.

Web Banner ads - 1280 pixels wide x 480 pixels deep.
– \$200 per/month. Your ad is linked directly to your website.



digital.catholicfreepress.org

Your newspaper ad is linked to your website in the eEdition for no extra charge.

Cable TV & Streaming Internet Programs



TV Ministry

Call for pricing and specs for “billboard” ads on Sunday Mass, Daily Mass and Diocesan Specials.

Annual Diocesan

Directory



Directory - print and online (no additional charge)

Full Page	6” x 8.75”	\$ 970
Half Page	6” x 4.3” or 2.9” x 8.75”	\$ 520
Quarter Page	2.9” x 4.3”	\$ 300

\$135 charge for color

Ask about cover advertising opportunities

<https://directory.catholicfreepress.org/Worcester-Diocesan-2020-2021>

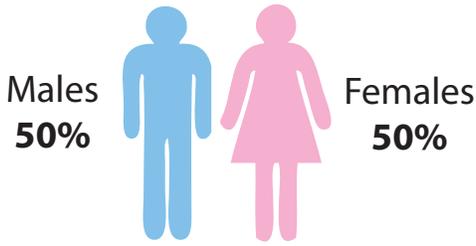
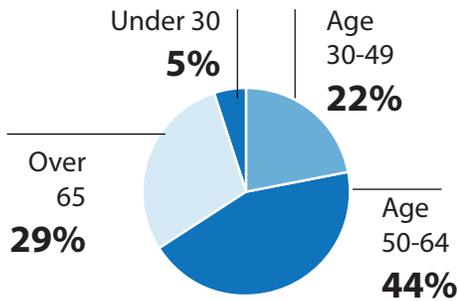
POPULATION

Total Population
in Worcester County
(Diocese)



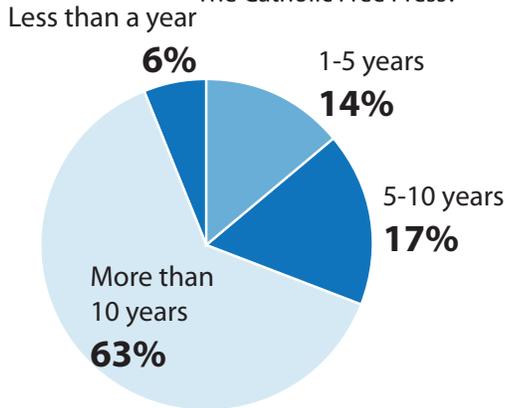
Total Catholic Population

CATHOLIC FREE PRESS READERS



LOYALTY

How long have you been reading
The Catholic Free Press?



From which sources do you get
news about the Catholic Church?

The Catholic Free Press	20%
www.catholicfreepress.org	8%
Parish bulletin	16%
Internet	11%
Catholic magazines	11%

INVOLVEMENT IN DIOCESE

Registered in Parish

82%

Financially support the annual Partners in
Charity Appeal of the Worcester Diocese?

74.6%

EDUCATION

High school grad or higher

89%

Bachelor's degree or higher

33.8%



Students Attending Catholic Schools

Elementary Secondary

3,588	2,328	Total
5,916		

Attending Parish Religious Education

Elementary Secondary

10,356	3,584	Total
13,940		

ECONOMICS

Homeowners

66.4%

Retired

29%

Employed

70%

Median Household Income
countywide

\$65,968

The Catholic Free Press Readers

27%

\$25,000 - 59,999

25%

\$59,999 - 150,000

10%

more than \$150,000

*M*echanical Measurements — (R.O.P.)

Type page or form size 10.5" wide by 21" deep.
Six advertising columns to page. Printed offset.

1 col. — 1.61" wide	4 col. — 6.94" wide
2 col. — 3.38" wide	5 col. — 8.72" wide
3 col. — 5.16" wide	6 col. — 10.5" wide

*B*anner Ads

Front page banner ad — 1.5" deep x 6 col. — 10.5" wide \$400

*D*epth Minimums

1 col. wide — 3/4" deep	3 col. wide — 3" deep
2 col. wide — 1" deep	4, 5, 6 col. wide — 5" deep

Advertisements exceeding 20" in depth are charged full column depth.

Local Rate:	\$18 per inch (non-commissionable)
Local Frequency Rate:	\$16.30 per inch
	13-week; 26-week and 52-week Rates
Volume Rates:	<i>Ask your ad rep how you can increase the size of your ad at a reduced per-inch rate</i>
National Rate:	
Open:	\$21.30 per inch
Agency Commission:	\$15% on National Rate
Political Advertising:	Not Accepted
Pre-Printed Inserts	\$57 per M (non-commissionable)
Color	\$150
Closing Time:	Monday 5 p.m.
Published:	Weekly on Friday

*C*ONTACTS

For information, or copy and layout assistance in utilizing the advertising effectiveness of *The Catholic Free Press*:

Robert C. Ballantine *Advertising Director* Telephone **508-929-4351**

Jack Foley *Account Representative* Telephone **508-929-4301**

Advertising Department Fax **508-756-8315** Email **advertising@catholicfreepress.org**

We will design your ad at no additional cost

The Catholic Free Press
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www.catholicfreepress.org

A publication of the Communications Ministry, Diocese of Worcester