

Special Advertising Opportunities 2022

JAN. 7	SHOP OUR ADVERTISERS	AUG. 19	BACK TO SCHOOL
FEB. 4	SCHOOLS OPEN HOUSE	SEPT. 9	TRAVEL & RETREATS
FEB. 18	CATHOLIC COLLEGE WEEK	SEPT. 23	FALL FESTIVALS
MARCH 11	SUMMER CAMPS	OCT. 21	BEREAVMENT
MARCH 25	JUBILARIANS	NOV. 4	SCHOOLS OPEN HOUSE
APRIL 15	EASTER GREETINGS	NOV. 11	RELIGIOUS EDUCATION
APRIL 22	CAREER/VOCATION	NOV. 18	THANKSGIVING GREETINGS
MAY 20	TRAVEL & RETREATS	NOV. 25	CHRISTMAS GIFT GUIDE
JUNE 3	GRADUATIONS	DEC. 2	CHRISTMAS GIFT GUIDE
JUNE 24	SENIOR LIVING	DEC. 16	CHRISTMAS GREETINGS
AUG. 5	DIRECTORY	DEC. 23	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. 30-Feb. 5, 2022**

Discover Catholic School Week Nov. 13-19, 2022

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

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



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

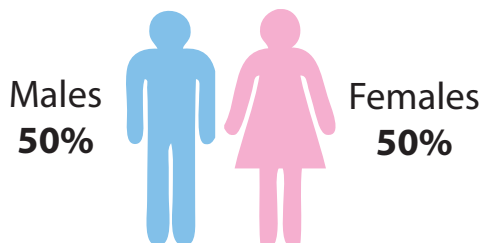
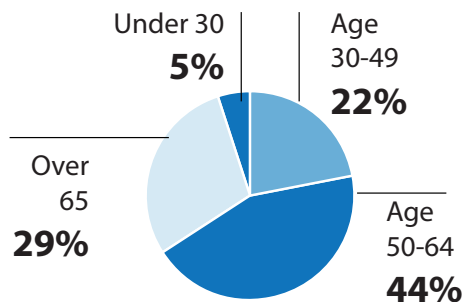
POPULATION

Total Population
in Worcester County
(Diocese)



Total Catholic Population

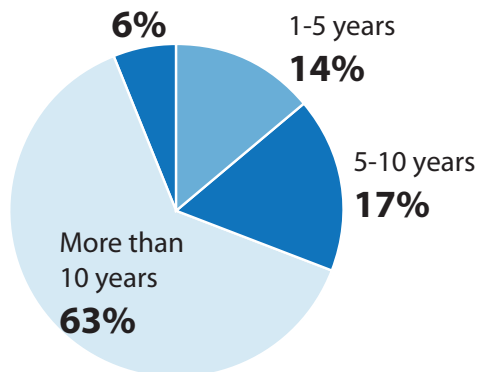
CATHOLIC FREE PRESS READERS



LOYALTY

How long have you been reading
The Catholic Free Press?

Less than a year



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

2 col. — 3.38" wide

3 col. — 5.16" wide

4 col. — 6.94" wide

5 col. — 8.72" 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

2 col. wide — 1" deep

3 col. wide — 3" 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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catholicfreepress.org

A publication of the Communications Ministry, Diocese of Worcester