



Diocese of Madison

Catholic Herald

Contact:
ann.cicero@madisondiocese.org
608-821-3074

702 S. High Point Rd., Ste. 121
Madison, WI 53719
www.madisoncatholicherald.org

RETAIL RATES

Calculate ad size by multiplying number of columns wide by number of inches deep.

DISPLAY AD OPEN RATE

Per Column Inch \$23.50

DISPLAY AD PARISH RATE

Per Column Inch \$13.40

ANNUAL CONTRACT RATES

Column Inches	Rate
10	\$20.65
50	\$16.75
100	\$15.25
200	\$13.80
300	\$13.40
400	\$13.00
750	\$12.60
1000	\$11.40

FULL PAGE

60 Column Inches \$915.00

COLOR

Add full color for \$100 per ad.

LIVE LINKS IN e-EDITION

Add live links for any email or web addresses for \$20 per ad.

CLASSIFIED ADS

\$.40 per word, \$4.00 minimum

PRE-PRINTED INSERTS

Please contact us for current information.
Inserts zoned by zip code are also available.

CATHOLIC HERALD WEBSITE ADS

Please contact us for availability and pricing.

SPECIFICATIONS

Maximum Copy Measurements:

10-1/4" wide x 12" deep

Double Truck: Gutter charged as
3/4 column

Column Widths:

1: 1-7/8 inches

2: 4 inches

3: 6-1/16 inches

4: 8-1/8 inches

5: 10-1/4 inches

Electronic files: 200 dpi

DEADLINES

*The Catholic Herald is published on Thursdays.
Ad space must be reserved at least eight days
before desired publication date.*

Special Section advertising:

Due Tuesdays, 10am

Regular display advertising:

Due Wednesdays, 10am

Classified advertising:

Due Wednesdays, 10am

POLICIES

- All advertising is accepted subject to approval by the publisher.
- The *Catholic Herald* reserves the right to refuse or cancel any advertisement at any time.
- Minimum size is 1 column wide by 1 inch deep.
- Political advertising is not accepted.
- Ads that appear in a form similar to news material will have "paid advertisement" inserted above the ad.
- The *Catholic Herald* will not knowingly accept or publish material that is in violation of the law. Advertisers and/or agency state that either has the authority to place the ad and agree to assume liability for all contents of all ads printed, as well as any claim arising therefrom made against the *Catholic Herald*.