

MEDIA KIT 2025-26

TEXAS CATHOLIC HERALD



THE ARCHDIOCESE OF
GALVESTON-HOUSTON

The Official Newspaper of the Archdiocese of Galveston-Houston

For more than 50 years, the award-winning *Texas Catholic Herald* has been proclaiming the Good News to the Archdiocese of Galveston-Houston. Our newspaper covers the fifth-largest diocese in the nation, comprised of more than 1.7 million Catholics in 10 counties in the fastest-growing region in the country.

Quick facts about our paper:

- Publishing local Catholic news since 1965
- **A Shepherd's Message** column by Archbishop Joe S. Vásquez
- Each issue features local Catholic news, events and columnists
- **Seasonal features** follow the liturgical year (Advent, Lent, Feast Days)
- **Around the Archdiocese**, a listing of local Catholic events
- Directly mailed to over 70,000 of subscribers 21 times per year
- We also offer a digital version of the paper and **The Digest** e-blast to over 22,000 subscribers



Quick facts about the Archdiocese of Galveston-Houston:

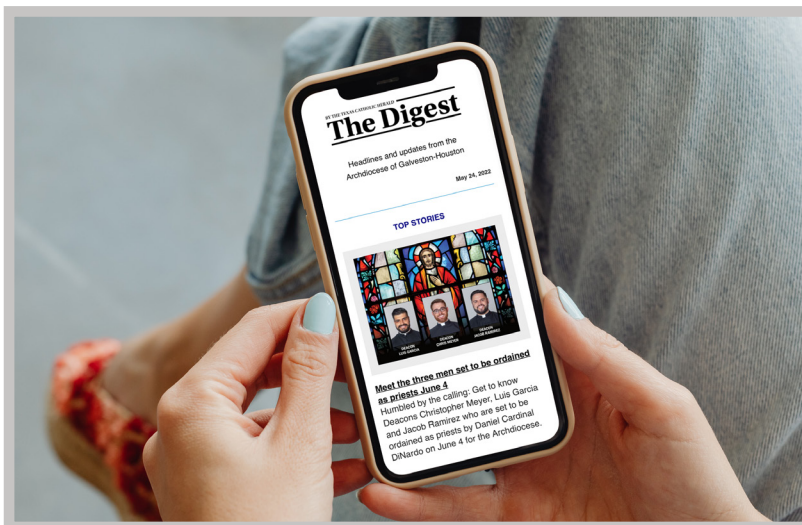
- The Archdiocese encompasses a 10-county area (see page 5 for more details)
- 1.7 million Catholics reside within the boundaries of the Archdiocese
- 146 parishes and 55 Catholic schools
- We pray and worship in over 14 languages
- Largest diocese in Texas and fifth-largest in the United States

Our products



Texas Catholic Herald
Paper copy arrives in
your mailbox 21 times
a year

Digital TCH
Full content from the
paper copy via our
website; viewable on
your desktop, laptop,
tablet or phone



***The Digest* Newsletter**
A condensed version
of the newspaper with
local content, columns,
photos sent via email to
over 22,000 subscribers

Award-winning content



The Catholic Media Association has nearly 250 publication members and 600 individual members worldwide. Its mission is to build and strengthen the value and worth of the Catholic press by facilitating the professional, economic and spiritual growth of its members. Listed below are some of the *Texas Catholic Herald's* awards from the past five years:

1ST PLACE

- **Best Photograph:** Priesthood, Religious Life or Diaconate - James Ramos
2024

- **Best Special Section**
Bishop Italo Dell'Oro Ordination
Herald Staff
2022

- **Best News Writing**
Coverage of Hurricane Harvey
Herald Staff
2018

SECOND PLACE

- **Best Multiple Picture Feature Package –**
James Ramos
2024

- **Best Annual Report:** Archdiocesan Finances
Offices of Communications and Development
2024

- **Best Photograph** - James Ramos
2023

- **Best Media Kit**
2022

THIRD PLACE

- **Best Story and Photo Package:** World Youth Day Coverage (James Ramos)
2024

- **Best Reporting** on Priesthood, Religious Life or Diaconate: Series - James Ramos, Rebecca Torrellas and Jo Ann Zuñiga
2024

- **Best Promotional House Ad**
2021

- **Best Diocesan Newspaper**
Herald Staff
2020

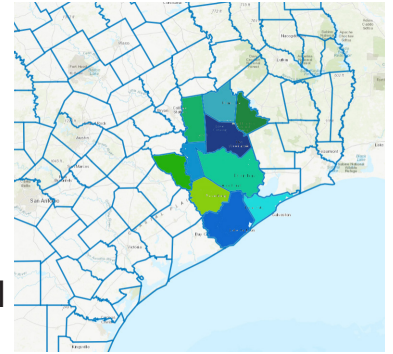
HONORABLE MENTION

- **Award of Excellence: Photographer of the Year** - James Ramos
2022

- **Best Diocesan Newspaper**
Herald Staff
2021

Market coverage

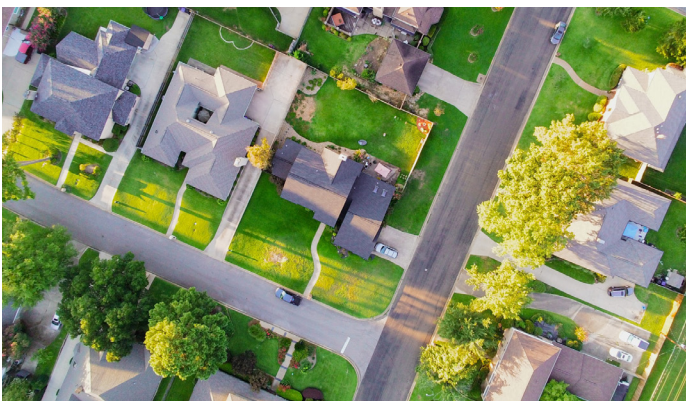
The Archdiocese of Galveston-Houston encompasses a 10-county area which includes urban, suburban and rural communities. The diocese was established in 1847 and covers 8,880 square miles. We are home to 1.7 million Catholics. We have a diverse, multicultural audience that worships and prays in over 14 languages.



Harris County/Houston; fourth most populous city in the United States and business hub for energy, trade, healthcare, finance and technology.

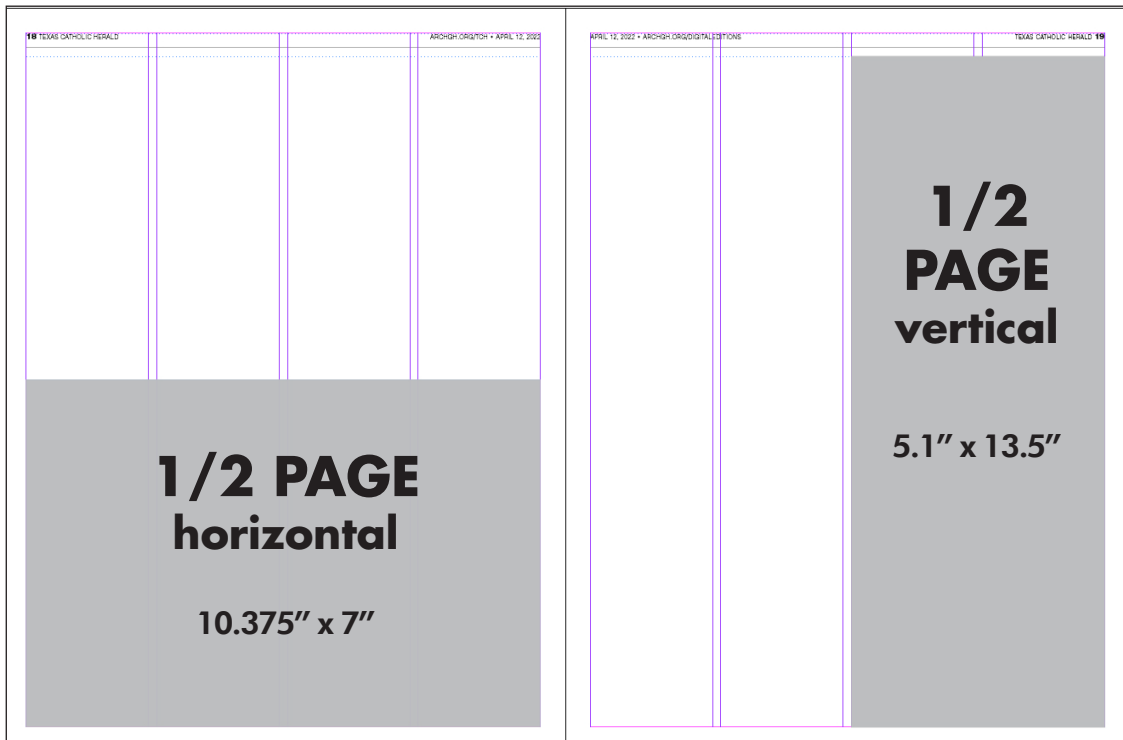
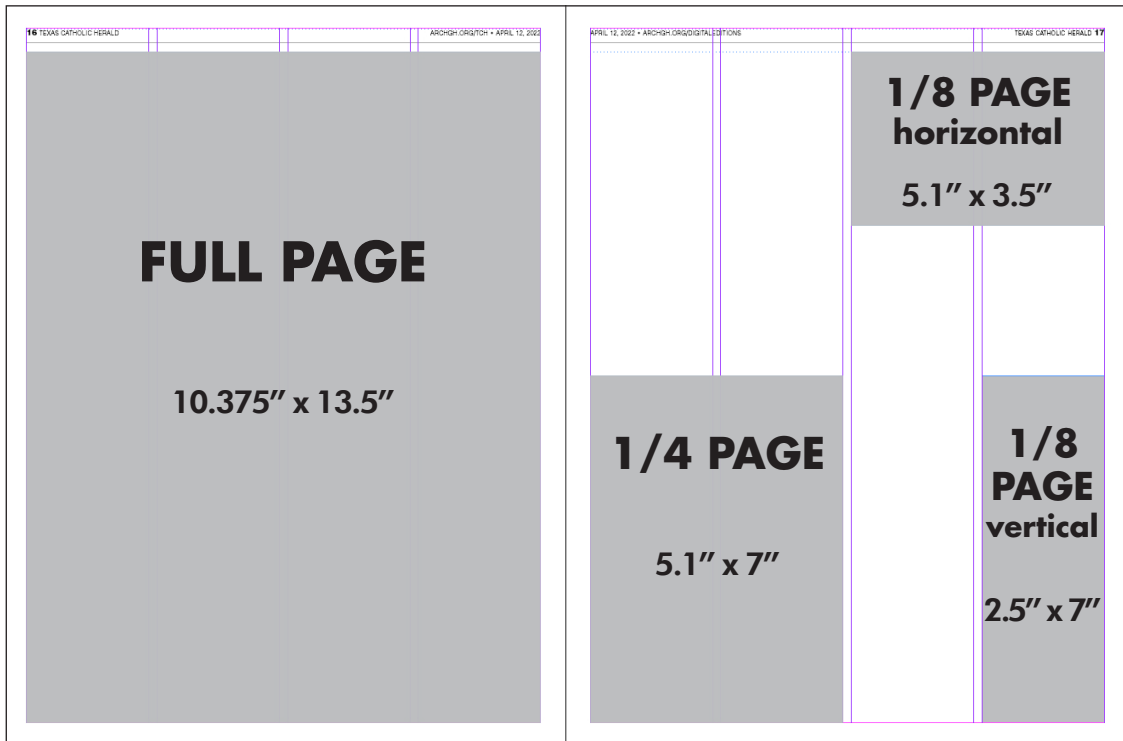


Galveston County/Galveston Island features a historic past and remains a popular tourist destination. Galveston was home to the first Catholic Diocese in Texas.



The Archdiocese also includes the following counties: **Austin, Brazoria, Fort Bend, Grimes, Montgomery, San Jacinto, Walker** and **Waller**. These counties are home to large suburban areas such as Katy, Sugar Land, Pearland and The Woodlands and many small towns, including Navasota, Plantersville, Magnolia and Brazoria.

Print ad specifications



Print advertising rates

The open rate is \$45 per column inch.

There are price breaks for frequency: \$42 per column inch (with a 6-issue run), \$40 per column inch (12-issue run) or \$38 per column inch (21-issue run).

The prices below reflect the cost **per issue**.

Rate Schedule

Frequency	1 issue	6 issues	12 issues	21 issues
1/8 page	\$ 315	\$ 294	\$ 280	\$ 266
1/4 page	\$ 630	\$ 588	\$ 560	\$ 532
1/2 page	\$1260	\$1176	\$1120	\$1064
Full page	\$2520	\$2352	\$2240	\$2128

Open rate: \$45 per column inch

Placement charge for back cover: \$500

Color charge for display advertising: \$400

Custom sizes are also available at the same published rates. Contact us for further details.

Advertising regulations

Insertion dates, sizes and frequency must be agreed to upon signing of contract. Once ad has been approved by client, additional changes are \$15. We accept checks and money orders only. We do not accept credit card payments.

The *Texas Catholic Herald* does not accept political advertising or inserts. Further, the *Herald* reserves the right to reject advertising which falls outside the teachings of the Catholic Church. The *Herald* assumes no liability for subject matter contained in copy placed by an advertiser and reserves the right to refuse any advertising.

The *Texas Catholic Herald* does not currently accept online advertising, other than in *the Digest*, our email companion to the *Texas Catholic Herald*.

The *Texas Catholic Herald* does not currently accept inserts.

File Submission

Artwork provided by advertisers should be submitted in one of the following electronic formats:

- High-resolution PDFs with all fonts embedded
- High-resolution jpeg with all fonts embedded
- EPS file with all type converted to outlines
- Send electronic advertising files to Catherine Viola at ads@archgh.org. If the file is over 20MB, send via ftp.

Digital ad specifications

Digital Advertisements in *The Digest*

The Digest is an email version of the *Texas Catholic Herald*. It is emailed to over 22,000 subscribers on the publication date of each issue.

We offer one Impact Ad per *Digest* and one Banner ad per *Digest*. Ads in the *Digest* are only offered to our print advertisers and should have an associated print ad in the same issue.

IMPACT AD

500 x 350 px

BANNER AD

500 x 150 px

BY THE TEXAS CATHOLIC HERALD

The Digest

Headlines and updates from the Archdiocese of Galveston-Houston

Wednesday, July 9, 2025

A MASS FOR CENTRAL TEXAS

IMPACT AD

Crosses hang on a wall marked by the flood water at Camp Mystic in Kerr County, Texas, July 7, 2025, in the aftermath of deadly flooding. Flash floods in Texas killed more than 100 people over the Fourth of July holiday weekend, including girls attending a summer camp, and left others still missing. (OSV News photo/Sergio Flores, Reuters)

Archbishop Vásquez celebrates Mass for those impacted by Central Texas floods

Archbishop Joe S. Vásquez is set to celebrate a Mass for those impacted by the flooding in Central Texas today, Wednesday, July 9 at 12:10 p.m. at the Co-Cathedral of the Sacred Heart in Houston, with Auxiliary Bishop Italo Dell'Oro, CRS, concelebrating.

The Mass is open to the public and will be streamed at www.archgh.org/live.

BANNER AD

Catholic charities and social service agencies are stepping up to bring support and relief to those affected by the deadly floods in Central Texas.

Digital advertising rates

Boost your print ad with *The Digest*!

We offer one Impact Ad per *Digest* and one Banner ad per *Digest*. Ads in the *Digest* are **only** offered to our print advertisers and should have an associated print ad in the same issue.

Digest ad rates

Banner ad	\$350 (one time)
Impact ad	\$850 (one time)

Advertising regulations

Run date, size and frequency must be agreed to upon signing of contract. We accept checks and money orders only. We do not accept credit card payments.

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File Submission

Digest ads should be submitted via email or via web ftp. Ads are due two weeks before the publication date and should be in .png or .jpg format.

Send electronic advertising files to Catherine Viola at ads@archgh.org. Please include the website so we can hyperlink the digital ad to your website.

Advertising regulations

The *Texas Catholic Herald* is the official newspaper of the Archdiocese of Galveston-Houston and all new advertisers are subject to review.

The *Texas Catholic Herald* does not accept the following types of advertisements:

- Cemetery plots
- Political advertisements
- Bingo, raffles or other type of gambling
- Films, concerts, plays, albums, books or other entertainment/educational material except in special circumstances (these require prior approval).
- Any product, service, business or non-profit group that does not align with the teachings of the Catholic Church. Non-profit groups not directly affiliated with the Church will need prior approval.
- Personal ads or classified ads, etc.

2025 Advertising Calendar

The Texas Catholic Herald is published 21 times a year; bi-weekly, with the exception of June, July and August. Deadline for advertising is Tuesday at noon, 14 days prior to the issue.

Current circulation is 72,000 households. The newspaper is mailed to subscribers.

2025 DEADLINE & ISSUE DATES

DEADLINE	ISSUE DATE	SPECIAL ISSUE
TUESDAY AT NOON	TUESDAY	
December 31, 2024	January 14	
January 14	January 28	
January 28	February 11	
February 11	February 25	Lent
February 25	March 11	
March 11	March 25	
March 25	April 8	
April 8	April 22	Easter Issue
April 29	May 13	
May 13	May 27	
May 27	June 10	Graduation Issue
June 24	July 8	
August 5	August 19	Back-to-School Issue
August 26	September 9	
September 9	September 23	
September 30	October 14	
October 14	October 28	
October 28	November 11	
November 11	November 25	Advent
November 25	December 9	
December 9	December 23	Christmas Issue

2026 Advertising Calendar

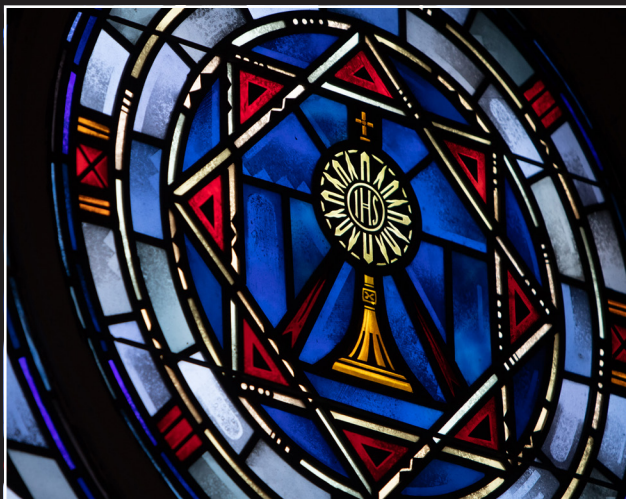
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April 14	April 28	
April 28	May 12	
May 12	May 26	
May 26	June 9	Graduation Issue
June 30	July 14	
August 4	August 18	Back-to-School Issue
August 25	September 8	
September 8	September 22	
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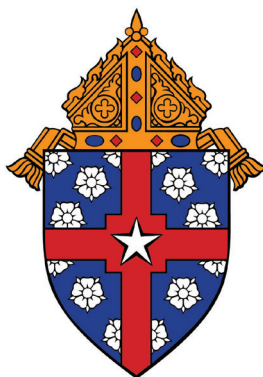
Texas Catholic Herald

Proclaiming the Good News to the Archdiocese of Galveston-Houston

Catherine Viola, Advertising Manager

ads@archgh.org | 713-652-4407

Visit us at **archgh.org/tch**



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GALVESTON-HOUSTON