

ADVERTISING RATES & INFORMATION 2019

General Information

Mississippi Catholic is delivered to more than 17,000 homes across the state of Mississippi twice a month. It is a tabloid size with variable pages published by the Catholic Diocese of Jackson. Once a month the paper includes a Spanish-language insert, *Mississippi Catolico*. The paper includes a column from the bishop, happenings from around the diocese, news from the Vatican, the U.S. Conference of Catholic Bishops and stories of faith and inspiration.

Modular Ad Rates

| Size | Color Rate | Grayscale Rate |
|------------------------|-----------------------|-----------------------|
| 1/16 page | \$42.60 | \$27.60 |
| 2" wide X 3.25" high | <input type="radio"/> | <input type="radio"/> |
| 1/8 page | \$82.20 | \$67.20 |
| 5" wide X 3.25 high | <input type="radio"/> | <input type="radio"/> |
| 1/4 page | \$147 | \$132 |
| 5" wide X 6.5" high | <input type="radio"/> | <input type="radio"/> |
| 1/2 page | \$338 | \$270 |
| 10" wide X 6.5" high | <input type="radio"/> | <input type="radio"/> |
| Full page | \$675 | \$540 |
| 10" wide X 13" high | <input type="radio"/> | <input type="radio"/> |

PLEASE SELECT ONE

- Ad will come Camera Ready
- Ad will be designed by *Mississippi Catholic*

Classified

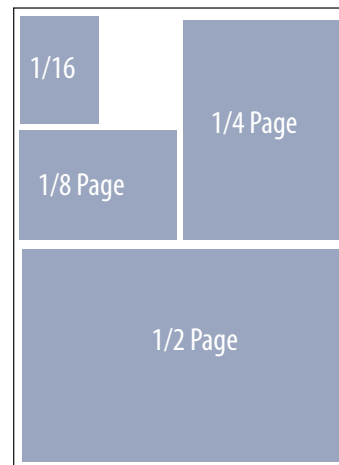
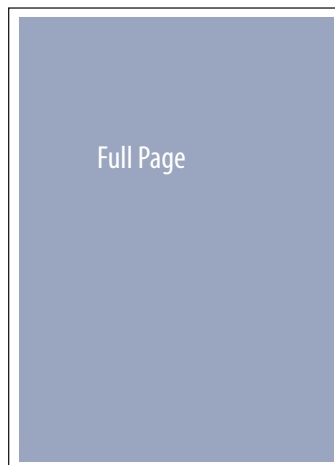
■ \$7 for 20 words or less ■ \$.20 each additional word

Miscellaneous

- **Preprinted Inserts** — 10 cents each
- **Positioning** — Cannot guarantee special placement.

Issue/Closing Date

- Publishing twice a month ■ Home delivered by mail
- Dated Fridays ■ Space reservations are due by noon the Wednesday of the week prior to publication or 10 days in advance. Copy and/or camera-ready mechanicals are due by close-of-business Friday prior to publication.



Copy Approval

All copy subject to approval by *Mississippi Catholic* editorial staff.

Liquor advertising prohibited by state. Beer ads accepted. Political advertising not accepted.

Mechanical Requirements

- Column Width—1 1/2 inches ■ Columns—6
- Depth of type page—13 inches
- Width of type pages—10 inches

Circulation

17,000+ paid subscribers in Catholic Diocese of Jackson. Territory covers 2/3 of Mississippi.

Subscription Price

- In-state \$20 per year ■ Out-of state \$21 per year

Camera ready ads should be submitted in high resolution PDF or JPEG formats.

Please submit your completed form/camera ready ad to: editor@mississippicatholic.com
Call 601-969-3581 for questions.

Billing Information

Company Name/Contact: _____

Business Address: _____

Billing Address: _____

Phone: _____ E-mail: _____

Signature: _____

Mail payment to: Catholic Diocese of Jackson
Attn: Dept. of Temporal Affairs
P.O. Box 2248
Jackson, MS 39225-2248



MISSISSIPPI
CATHOLIC

Serving Catholics of the Diocese of Jackson Since 1954

237 E. Amite Street / P.O. Box 2130
Jackson, Mississippi 39225-2130
PHONE 601-969-1880 | FAX 601-960-8455

ADVERTISING RATES & INFORMATION 2019

| <u>Issue Date</u> | <u>Special Issue</u> | <u>Deadline for Ads/Copy</u> |
|-------------------|---|------------------------------|
| Jan. 11 | Catholic Service Appeal/Legislative preview | Dec. 21 * |
| Jan. 25 | Catholic Schools Week preview | Jan. 18 |
| Feb. 8 | | Feb. 1 |
| Feb. 22 | Marriage and Family | Feb. 15 |
| March 8 | | March 1 |
| March 22 | | March 15 |
| April 12 | Child Abuse Prevention | April 5 |
| April 26 | Easter | April 18 * |
| May 10 | | May 3 |
| May 24 | | May 17 |
| June 14 | Graduations | June 7 |
| June 28 | | June 21 |
| July 12 | Diocesan Annual Report | July 5 |
| July 26 | Spring Sacraments | July 19 |
| Aug. 9 | | Aug. 2 |
| Aug. 23 | Back to School | Aug. 16 |
| Sept. 13 | | Sept. 6 |
| Sept. 27 | | Sept. 20 |
| Oct. 11 | | Oct. 4 |
| Oct. 25 | | Oct. 18 |
| Nov. 8 | Vocation Awareness | Nov. 1 |
| Nov. 22 | | Nov. 15 |
| Dec. 13 | | Dec. 6 |
| Dec. 27 | | Dec. 13 * |
| Jan. 10, 2020 | | Jan. 3, 2020 |

* early deadline due to holiday



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