

# ADVERTISING RATES & INFORMATION 2020

## General Information

*Mississippi Catholic* is delivered to more than 16,000 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 Católico*. 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
<b>1/16 page</b> ..... 2" wide X 3.25" high	\$42.60 ○	\$27.60 ○
<b>1/8 page</b> ..... 5" wide X 3.25 high	\$82.20 ○	\$67.20 ○
<b>1/4 page</b> ..... 5" wide X 6.5" high	\$147 ○	\$132 ○
<b>1/2 page</b> ..... 10" wide X 6.5" high	\$338 ○	\$270 ○
<b>Full page</b> ..... 10" wide X 13" high	\$675 ○	\$540 ○

### PLEASE SELECT ONE

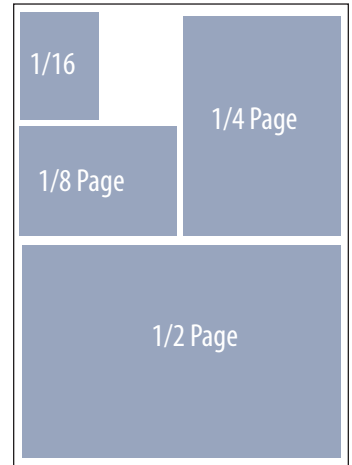
- Ad will come Camera Ready
- Ad will be designed by *Mississippi Catholic*

## 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 Friday of the week prior to ad deadline unless otherwise noted. Copy and/or camera-ready ad is 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.

## Circulation

16,000+ 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@jacksondiocese.org](mailto:editor@jacksondiocese.org)  
Call 601-969-3581 for questions.

## Billing Information

Company Name/Contact: \_\_\_\_\_

Business Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_



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  
**EMAIL** [editor@jacksondiocese.org](mailto:editor@jacksondiocese.org)

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

## ADVERTISING RATES & INFORMATION 2020

Issue Date	Special Issue	Reserve Spot Date	Deadline Photo Ready Ad
Jan. 24	Catholic Schools Week	Jan. 10	Jan. 17
Feb. 7		Jan. 24	Jan. 31
Feb. 21	Marriage and Family	Feb. 7	Feb. 14
March 6		Feb. 21	Feb. 28
March 27		March 13	March 20
April 10	Easter	March 27	April 3
April 24	Child Abuse Prevention	April 9*	April 17
May 8		April 24	May 1
May 22	Ordination to Priesthood	May 8	May 15
June 5	Graduation	May 22	May 29
June 19		June 5	June 12
July 17		July 3	July 10
July 31	Spring Sacraments	July 17	July 24
Aug. 14		July 31	Aug. 7
Aug. 28	Back to School	Aug. 14	Aug. 21
Sept. 11		Aug. 28	Aug. 4
Sept. 25		Sept. 11	Sept. 18
Oct. 9	Violence Awareness	Sept. 25	Sept. 2
Oct. 23		Oct. 9	Oct. 16
Nov. 6	Vocation Awareness	Oct. 23	Nov. 31
Nov. 20		Nov. 6	Nov. 13
Dec. 11	Advent season	Nov. 24*	Dec. 4
Dec. 24	Christmas	Dec. 9*	Dec. 15*
Jan. 15, 2021	Catholic Service Appeal	Jan. 4*	Jan. 8
Jan. 29, 2021	Catholic Schools Week	Jan. 15	Jan. 22

\* early deadline due to holiday



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