

# ADVERTISING RATES & INFORMATION 2021

## General Information

*Mississippi Catholic* is delivered to more than 16,000 homes across the state of Mississippi twice a month January - May and September - December; and once per month in June, July and August. 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

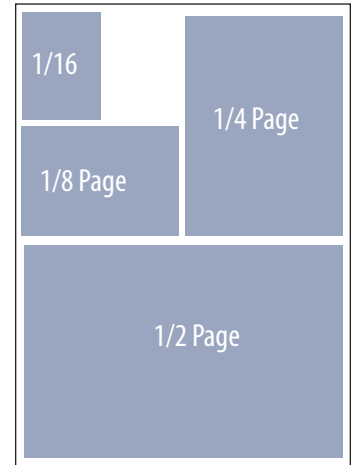
- Ad will come Camera Ready
- Ad will be designed by *Mississippi Catholic*

## 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  
Questions? Call 601-969-3581

## 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** 601-969-3581  
**EMAIL** 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 2021

Issue Date	Special Issue	Reserve Spot Date	Deadline Photo Ready Ad
Jan. 15	Catholic Service Appeal	Jan. 4*	Jan. 8
Jan. 29	Catholic School Week	Jan. 15	Jan. 22
Feb. 12	Black History Month	Jan. 29	Feb. 5
Feb. 26		Feb. 12	Feb. 19
March 12		Feb. 26	March 5
March 26	Easter Season	March 12	March 19
April 16		April 1*	April 9
April 30	Child Abuse Prevention	April 16	April 23
May 14		April 30	May 7
May 28		May 14	May 21
June 18	Graduation	June 4	June 11
July 16	Sacraments	July 2	July 9
Aug. 20	Back to School	Aug. 6	Aug. 13
Sept. 10		Aug. 27	Sept. 3
Sept. 24	Catholic Hispanic Heritage	Sept. 10	Sept. 17
Oct. 8	Respect Life	Sept. 24	Oct. 1
Oct. 22	Domestic Violence Awareness	Oct. 8	Oct. 15
Nov. 5	Vocations Awareness	Oct. 22	Oct. 29
Nov. 19	Black Catholic History	Nov. 5	Nov. 12
Dec. 3	Advent Season	Nov. 19	Nov. 26
Dec. 17	Christmas	Dec. 3	Dec. 10
Jan. 14		Jan. 3*	Jan. 7

\* different deadline due to holiday

Join our e-mail list!  
Text MSCATHOLIC to 84576



flocknote



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)

### DIGITAL EDITION

Your advertising is also included in our "flip" digital edition at no additional cost.



<https://issuu.com/jacksondiocese>