
CHURCH TODAY

www.diocesealex.org

Serving the Diocese of Alexandria, Louisiana Since 1970

Advertising Rates

The Church Today is a quality newspaper read by people you know, go to church with, and share your faith.

The Church Today is the only Catholic newspaper in Central Louisiana.

**Find out more
TODAY!**

Included in this issue:

- Ad Rates
- Publication Dates
- Deadlines
- Ad sizes

For more information:

call Joan Ferguson
at 318-445-6424, ext. 264

or e-mail

joanferguson@diocesealex.org



POPE FRANCIS. Cardinal Jorge Mario Bergoglio of Argentina was elected the 266th Roman Catholic pontiff. (CNS photo/Alessandro Bianchi, Reuters)

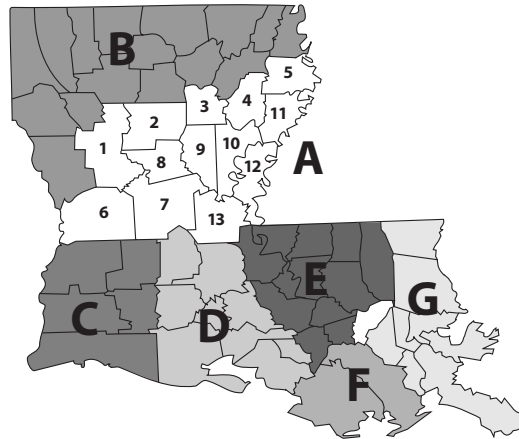
How to advertise in The Church Today!

Why Advertise in The Church Today?

- **You reach a specific audience** -- Catholics in central Louisiana
 - Mailed to almost 13,000 addresses -- 12 times a year
 - Has potential of reaching 48,000 Catholics in almost 13,000 households

- The Church Today **reaches a 13 parish area** including:

- Natchitoches
- Winn
- Caldwell
- Franklin
- Madison
- Vernon
- Rapides
- Grant
- LaSalle
- Catahoula
- Tensas
- Concordia
- Avoyelles



- **The readers of The Church Today tend to be loyal** to the businesses they come to know and trust.
 - **The Church Today accepts limited advertising**, so there is less competition among advertisers and more editorial reading around ads.
 - The paper **goes directly** by U.S. mail service **into the homes of educated people** with large household incomes.
 - **Readers of The Church Today are major consumers.** Most:
 - Dine out several times a week
 - Travel for both business and pleasure
 - Shop wisely
 - Own their homes
 - Purchase major household items
 - Are interested in the latest innovations in technology
 - **Your ad helps to support the existence of the Catholic press.**
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Advertising Rate Sheet

Open per inch \$10.00
Contract rate is discounted, call us to find out more!

PRE-PRINTED INSERTS \$50.00 per 1,000 (\$700)

COLOR

The following prices are in addition to the cost of the ad:

Color (limited availability, please inquire first) \$245

MECHANICAL REQUIREMENTS

Width of page (image area) 10 inches
Depth of page (image area) 13 inches
Width of one column 1-7/8 inches
Columns per page 5
Total column/inches per full page 65

DIGITAL IMAGES GUIDELINES

1. Digital images should be sent either jpg, .tif (tiff), or pdf.
2. Send digital images through email as an attachment, NOT embedded in a file.
3. Color pictures are preferred with no prior image adjustments.
4. Digital images should be scanned at 1200 dpi for bitmap art; 300 dpi for photographs; OR at least 75 percent of its original size.
5. E-mail images to joanferguson@diocesealex.org

GRAPHIC DESIGN SERVICES

Free graphic design services for ads are available to all clients.
Text and all images must be provided.
A proof will be provided upon request.

For More Information, contact:

Joan Ferguson
4400 Coliseum Blvd.
Alexandria, LA 71303
Phone: 318-445-6424, ext. 264 FAX: 318-448-6121
email: joanferguson@diocesealex.org
web site: www.diocesealex.org (view the current issue)

All rates and deadline dates subject to change.

Typical Ad Sizes

(Many other sizes available)

2 columns wide X 2 inches high = 4 inches total

(Measures 3-7/8" wide X 2" deep)

\$40

2 columns wide X 4 inches high = 8 inches total

(Measures: 3-7/8" wide X 4" deep)

\$80

The Church Today 2017 Deadline/Print Schedule

Copy/Ad Deadline	Print Date
Jan. 5	Jan. 16
Feb. 2	Feb. 13
Mar. 2	Mar. 13
Mar. 30	April 10
May 4	May 15
June 1	June 12
July 6	July 17
Aug. 3	Aug. 14
Aug. 31	Sept. 11
Oct. 5	Oct. 16
Nov. 2	Nov. 13
Nov. 30	Dec. 11

Editor may change dates.

1 column wide
X 3 inches high =
3 inches total

(Measures:
1-7/8" wide X 3" deep)

\$30

**Contract rates
are discounted--
run a prepaid
schedule for the
year and pay
less!**

**Call us to find
out more!**

3 columns wide X 3 inches high = 9 inches total

(Measures: 6" wide X 3" deep)

\$90