



THE DIOCESE OF ALEXANDRIA

THE Church TODAY

The only Catholic newspaper in Central Louisiana

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



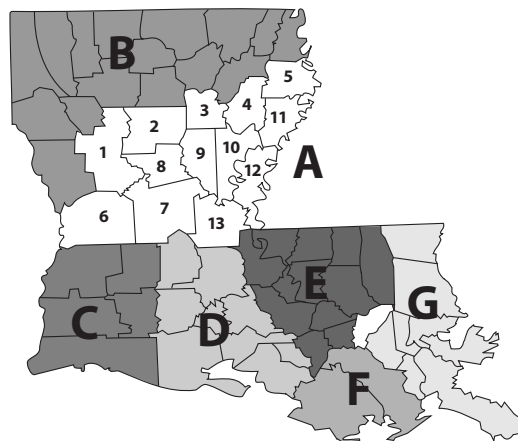
How to advertise in The Church Today!

Why Advertise in The Church Today?

- **You reach a specific audience** -- Catholics in central Louisiana
 - Mailed to 14,000 -- 12 times a year
 - Has potential of reaching 48,000 Catholics in 14,500 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 \$6.00

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

COLOR

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

Full color \$245

Spot color \$50 per color

MECHANICAL REQUIREMENTS

Width of page (image area) 10 inches

Depth of page (image area) 12 -1/2 inches

Width of one column 1-7/8 inches

Columns per page 5

Total column/inches per full page 62.5

DIGITAL IMAGES GUIDELINES

1. Digital images should be sent either jpg, tiff, or pdf.
2. Send digital images through email as an attachment, NOT imbedded in a file.
3. Color pictures are preferred with no prior photo manipulation.
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)

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)

\$24

2 columns wide X 4 inches high = 8 inches total

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

\$48

The Church Today 2011 Deadline/Print Schedule

Copy/Ad Deadline	Print Date
Jan. 10	Jan. 17
Feb. 7	Feb. 14
Mar. 7	Mar. 14
April 11	April 18
May 9	May 16
June 13	June 20
July 11	July 18
Aug. 8	Aug. 15
Sept. 12	Sept. 19
Oct. 10	Oct. 17
Nov. 7	Nov. 14
Dec. 5	Dec. 12

1 column wide
X 3 inches high =
3 inches total

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

\$18

3 columns wide X 3 inches high = 9 inches total

(Measures: 6" wide X 3" deep)

\$54