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# CHURCH TODAY

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Serving the Diocese of Alexandria, Louisiana Since 1970

2021 Ad Rates

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## How to advertise in The Church Today!

### 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.

Included in this flyer: 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](mailto:joanferguson@diocesealex.org)



## Pride in our Catholic school students!

St. Frances Cabrini School's 8th grade Physical Science class launched a weather balloon on Friday, Dec. 4. Science teacher, Father Taylor Reynolds, spent the last few weeks teaching about astronomy and the planets. The students then worked to prepare the payload, predicted where the balloon would land, and how fast it would travel.

See page 20 for more pictures and information from this exciting class project!

### INSIDE

#### Year of Saint Joseph proclaimed

Marking the 150th anniversary of St. Joseph being declared patron of the universal church, Pope Francis recently proclaimed a yearlong celebration dedicated to the foster father of Jesus. See pages 3, etc. for the full text of the apostolic letter.

#### Cause opens for Louisiana priests who sacrificed their lives in the 1873 pandemic

The sacrifice of five Catholic priests who gave their lives ministering to the people of Shreveport during the 1873 yellow fever pandemic will now be widely known in the Catholic Church and beyond. See page 8 for this important first step.

#### Looking for the Holy Family today

As we savor the celebration of the Christmas season, the Holy Spirit seems to be nudging each of us to recognize the Holy Family not in their perfection, but in their flesh, giving us opportunities for life-altering, unscripted, living nativity moments. See page 14 for how we can look for, and serve the Holy Family in our own lives.

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# Advertising Rates

Open per column-inch ..... \$10.00

The contract rate (run in multiple issues) is discounted, call us to find out more!

**PRE-PRINTED INSERTS**..... \$50.00 per 1,000 (\$650)

## 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 as .jpg, .tif (tiff), or pdf format.
2. Send digital images through email as an attachment, NOT embedded in another document such as Microsoft Word.
3. Color pictures are preferred with no prior image adjustments or cropping.
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. As a guideline, digital image files should be at least 1MB in size.
6. E-mail images to [joanferguson@diocesealex.org](mailto: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](mailto:joanferguson@diocesealex.org)

website: [www.diocesealex.org](http://www.diocesealex.org) (view the current issue)

All rates and deadline dates subject to change.

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## Typical Ad Sizes

(Many other size combinations available)

2 columns wide X 2 inches high = 4 inches total

(measures 3-7/8" wide X 2" tall)

**\$40**

2 columns wide X 4 inches high = 8 inches total

(measures 3-7/8" wide X 4" tall)

**\$80**

3 columns wide X 3 inches high = 9 inches total

(measures 6" wide X 3" tall)

**\$90**

### The Church Today 2021 Deadline/Print Schedule

Copy/Ad Deadline	Print Date
Jan. 14	Jan. 25
Feb. 11	Feb. 22
Mar. 18	Mar. 29
Apr. 15	Apr. 26
May 20	May 31
June 17	June 28
July 15	July 26
Aug. 19	Aug. 30
Sept. 16	Sept. 27
Oct. 14	Oct. 25
Nov. 18	Nov. 29
Dec. 16	Dec. 27

Editor may change dates.

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

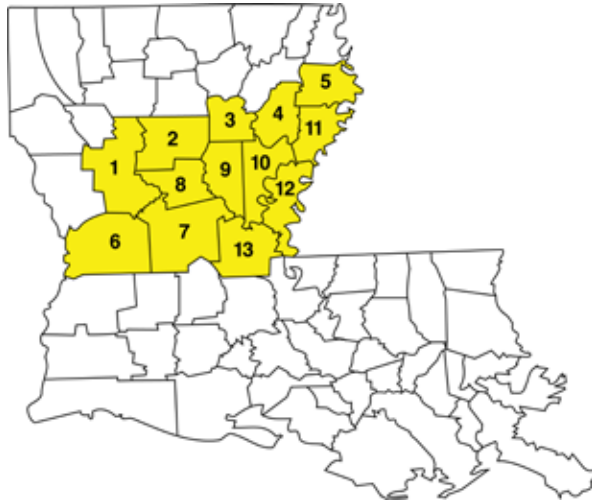
**Call us to find out more!**

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## Why Advertise in The Church Today?

- **You reach a specific audience** -- Catholics in central Louisiana
  - Mailed to almost 12,000 addresses -- 12 times a year
  - Has potential of reaching 33,000 Catholics in almost 12,000 households
- The Church Today **reaches a 13 parish area** including:

1. Natchitoches
2. Winn
3. Caldwell
4. Franklin
5. Madison
6. Vernon
7. Rapides
8. Grant
9. LaSalle
10. Catahoula
11. Tensas
12. Concordia
13. 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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