

THE CATHOLIC SUN

CELEBRATING 125 YEARS OF CATHOLIC NEWS



2018 ADVERTISING MEDIA KIT

P: (315) 422-8153 or (800) 333-0571 • F: (315) 422-7549 • www.thecatholicsun.com

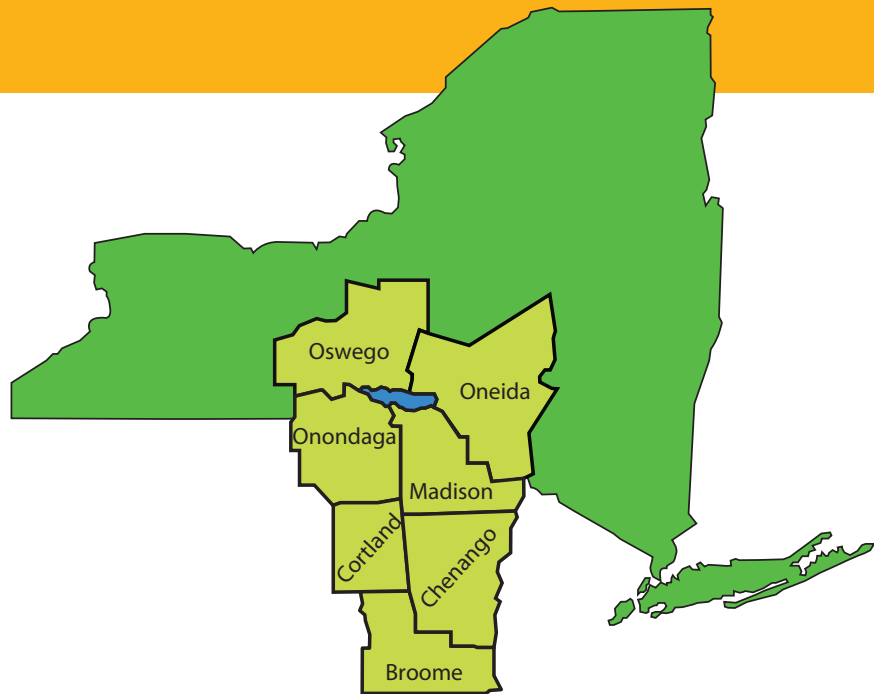
ABOUT THE CATHOLIC SUN'S COVERAGE

- The Catholic Sun is the official news media serving the people of the Roman Catholic Diocese of Syracuse. We inform, educate, and evangelize on local, national, and international Catholic news, views, and teachings. Established in 1892 as a private publication, the Sun was purchased for the diocese by Bishop Joseph O'Keefe in 1988.

- The Catholic Sun covers the seven counties of the diocese — Onondaga, Oneida, Oswego, Madison, Broome, Cortland and Chenango — and serves some 16,000 subscribers.

- The Catholic Sun publishes 44 issues per year. It is published weekly except during the summer, when it is published every other week, and during the Christmas season.

- A subscription costs just \$25 per year.



ABOUT THE CATHOLIC SUN'S READERS

- 98% own their own home
- 67.5% have subscribed to the Catholic Sun for more than 6 years
- 67% dine out weekly
- 60% stay in hotels when away from home
- 53% are college educated
- 53% travel by air
- 42% attend live theatre
- 41% have \$31,000+ incomes
- Own 2.01 cars per household

ADVERTISE WITH THE CATHOLIC SUN

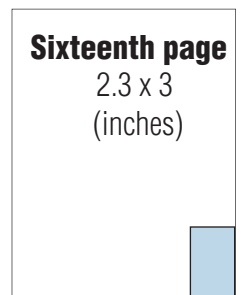
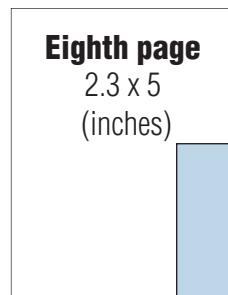
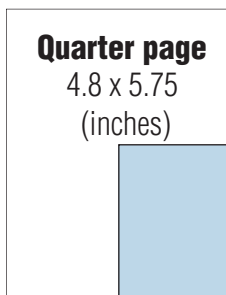
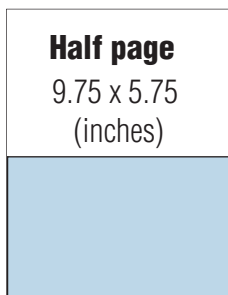
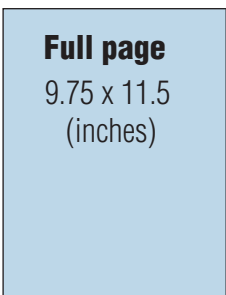
- The Catholic Sun offers competitive advertising rates and special rates for nonprofits and frequent advertisers.
- Advertising space is available in both the print edition of the newspaper and on www.thecatholicsun.com, which receives over 11,000 page views per month.
- The Catholic Sun offers complimentary design services.
- Camera-ready ads must be submitted electronically in PDF, TIFF or EPS format. All fonts and images should be included. Resolution should be a minimum of 300 dpi.
- All ads or ad copy must be received by noon eight days before the publication date.
- The Catholic Sun does not accept political candidates' advertisements of any variety, regardless of how the ad relates to church teaching.
- Management maintains the right to edit or reject advertising copy.

PRINT AD SIZES & RATES

| Classified ads: | For Profit rate: | Ad size | Measurement | Color | B&W |
|------------------|--|------------------|----------------------|---------|---------|
| \$18/column inch | \$27 | 1x1 | 2.3 x 1 (inches) | \$24 | \$23 |
| | 20% discount for first time advertisers | 1x2 | 2.3 x 2 (inches) | \$48 | \$46 |
| | | 1x3 (1/16 pg) | 2.3 x 3 (inches) | \$72 | \$69 |
| | | 1x4 | 2.3 x 4 (inches) | \$96 | \$92 |
| | | 1x5 (1/8 pg) | 2.3 x 5 (inches) | \$120 | \$115 |
| | | 1x7 | 2.3 x 7 (inches) | \$168 | \$161 |
| | | 2x2 | 4.8 x 2 (inches) | \$96 | \$92 |
| | | 2x3 | 4.8 x 3 (inches) | \$144 | \$138 |
| | | 2x4 | 4.8 x 4 (inches) | \$192 | \$184 |
| | | 2x5 | 4.8 x 5 (inches) | \$240 | \$230 |
| | | 2x6 (qtr pg) | 4.8 x 5.75 (inches) | \$336 | \$322 |
| | | 4x3.5 | 9.75 x 3.5 (inches) | \$336 | \$322 |
| | | 4x6 (half pg) | 9.75 x 5.75 (inches) | \$672 | \$644 |
| | | 4x11.5 (full pg) | 9.75 x 11.5 (inches) | \$1,344 | \$1,288 |

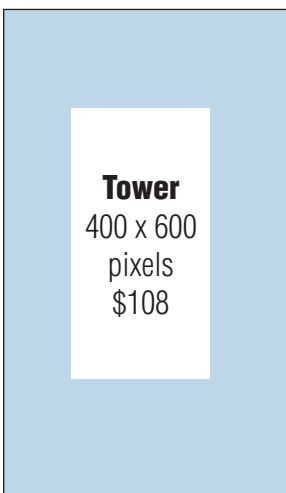
- **Classified ads:**
\$18/column inch
- **Inserts:**
(full) \$1,620 / \$90 per thousand
(zoned) \$1,720 / \$120 per thousand
- **Minimum size:**
1 column x 1 in.
- **Not for Profit per column inch rate:** \$23

- **For Profit rate:** \$27
- **20% discount for first time advertisers**
- A finance charge of 1.5% will be applied to accounts past 30 days
- Ad placement request charge applies
- *Nonprofit prices

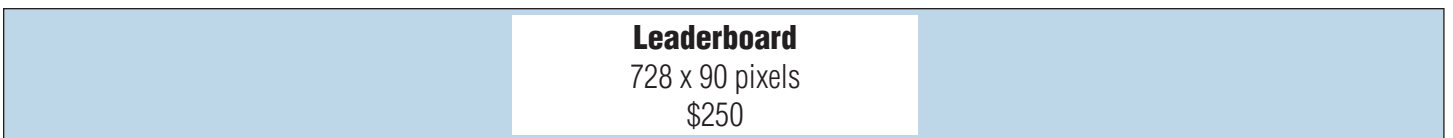
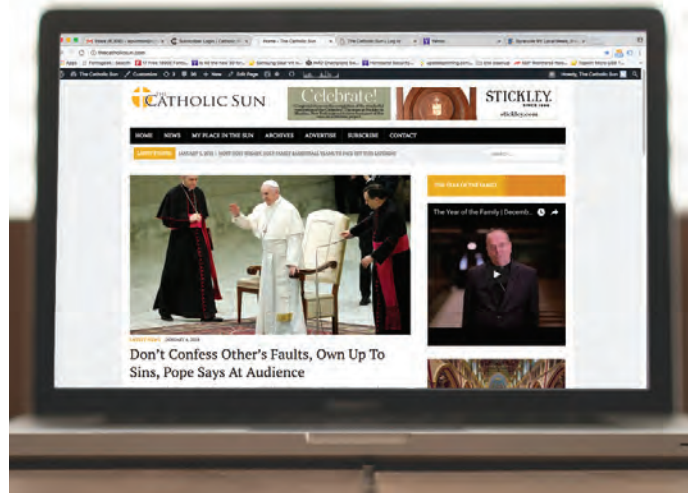
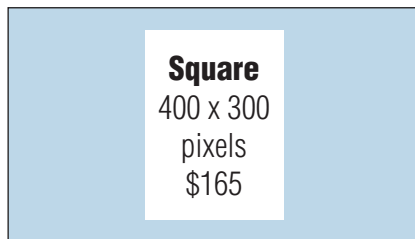


For submitted ads, the following formats are accepted: PNG • PSD • JPG • Illustrator • PDF • Indesign
Please keep image files to 300 dpi for best quality

WEB AD SIZES & RATES



During 2017, thecatholicsun.com received over **87,000** website sessions and over **151,997** page views.



To advertise with the Catholic Sun, contact
Mark Klenz Advertising Coordinator
(315) 579-0001 • mklenz@thecatholicsun.com

2018 Catholic Sun issue schedule

| Topic | Issue date | Ads due |
|---|--------------|--------------|
| Healthy mind, body, spirit | January 11 | January 5 |
| Respect Life | January 18 | January 12 |
| Catholic schools | January 25 | January 19 |
| Catholic Sun special issue: 125 years | February 1 | January 26 |
| Lent | February 8 | February 2 |
| Family and marriage | February 15 | February 9 |
| Seniors and aging | February 22 | February 16 |
| Pilgrimages | March 1 | February 23 |
| Health care | March 8 | March 2 |
| Multicultural ministries | March 15 | March 9 |
| Holy Week, Easter Mass schedules | March 22 | March 16 |
| Easter; Easter Mass schedules; Catholic men | March 29 | March 23 |
| HOPE Appeal and HA-supported ministries | April 5 | March 30 |
| Spring home and lawn care | April 12 | April 6 |
| Catholic retreats | April 19 | April 13 |
| Ordination; vocations | April 26 | April 20 |
| Family and marriage | May 3 | April 27 |
| Catholic women and mothers | May 10 | May 4 |
| Priest jubilees; vocations | May 17 | May 11 |
| Ordination; vocations | May 24 | May 18 |
| Religious jubilees; vocations | May 31 | May 25 |
| Ordination; vocations | June 7 | June 1 |
| Bishop Cunningham birthday wishes | June 14 | June 8 |
| Catholic road trips | June 21 | June 15 |
| Graduation | June 28 | June 22 |
| Catholic professionals | July 12 | July 6 |
| Catholic youth and young adults | July 26 | July 20 |
| Pilgrimages | August 9 | August 3 |
| Catholic higher education | August 23 | August 17 |
| Back to school | September 6 | August 31 |
| Seniors and aging | September 13 | September 7 |
| Family and marriage | September 20 | September 14 |
| Disabilities awareness | September 27 | September 21 |
| Respect life | October 4 | September 28 |
| Faith formation | October 11 | October 5 |
| Faith in action; World Mission Sunday | October 18 | October 12 |
| Catholic burial and cemeteries | October 25 | October 19 |
| Vocations | November 1 | October 26 |
| Health care | November 8 | November 2 |
| Athletics | November 15 | November 9 |
| Family and marriage | November 29 | November 23 |
| Christmas Masses; Christmas retail | December 6 | November 30 |
| Immaculata Awards; Christmas Masses; retail | December 13 | December 7 |
| Christmas Masses; Christmas retail | December 20 | December 14 |