



THE  
**CATHOLIC SUN**  
SYRACUSE ROMAN CATHOLIC DIOCESE

**2024  
MEDIA  
KIT**

**K N O W • L I V E • S H A R E**

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# 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 September 1988.

• The Catholic Sun covers the seven counties of the diocese — Onondaga, Oneida, Oswego, Madison, Broome, Cortland, and Chenango — and serves 11,500 Bi-weekly subscribers.

• The Catholic Sun publishes

26 issues per year, every other week.

• A subscription costs just \$26 per year. This includes print and online access.

• During 2020, thecatholicsun.com received nearly 292,000 page views as of December 22, 2020.

• Biweekly digital updates are emailed to more than 7,000 recipients.



## About our services

• 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.

• The Catholic Sun offers complimentary

design services.

• All ads or ad copy must be received by noon eight days before the publication date.

• Management maintains the right to edit or reject advertising copy.

• 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.

• The Catholic Sun does not accept political candidates' advertisements of any variety, regardless of how the ad relates to Church teaching.

## Web ad sizes & rates

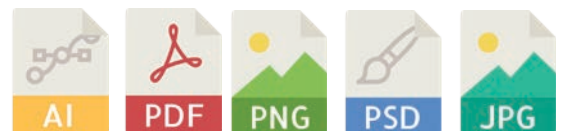
**Leaderboard**  
728 x 90 pixels  
\$249

**Square**  
400 x  
300  
pixels  
\$99

**Tower**  
400 x  
600  
pixels  
\$149



For web ads, the following formats are accepted:  
PNG • PSD • JPG • Illustrator • PDF  
Please keep image files to 72 (ready) to 300 dpi (working ad files) for best quality. Working files may be adjusted as needed.



# Print ad sizes & rates

<b>Full page</b> 10 x 9.75 inches	<b>Half page</b> 10 x 4.8 inches	<b>Quarter page</b> 4.8 x 4.9 inches	<b>Eighth page</b> 2.4 x 5 inches	<b>Sixteenth page</b> 2.4 x 3 inches
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Modular	Dimensions	col. inches	ad rates
Full page	4 x 9.75	46	\$1,199
Half page	4 x 4.8 (hor.)	24	\$593
	4 x 9.75 (vert.)	14	\$554
1/4 page	2 x 9.75	12	\$339
	2 X 4	8	\$272
	2 x 3	6	\$235
	2 x 2	4	\$135
	1 x 7	7	\$238
1/8 page	1 x 5	4	\$170
	1 x 4	3	\$135
	1 x 3	3	\$117
	1 x 2	2	\$68
	1 x 1	1	\$34



## 20% discount for first time advertisers

• Inserts:  
(full) \$1,350 / \$93 per thousand

• Not for Profit per column inch rate: \$34

• A finance charge of 1.6% will be applied to accounts past 30 days

• Minimum size:  
1 column x 1 in.

• For Profit rate: \$43

• Ad placement request charge applies



For submitted ads, the following formats are accepted: PNG • PSD • JPG • Illustrator • PDF • Indesign  
Please keep image files to 300 dpi for best quality. If you wish your ad to have a full bleed, please design to measurement edges. All elements of your advertisement will print within the dimensions chosen, anything outside those edges will be ignored.

Inquire about color rates & frequency discounts

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

# 2024 Catholic Sun issue schedule

Topic	Issue date	Ads due
<b>Year in review</b>	Jan. 4	Dec. 20
<b>Respect Life</b>	Jan. 18	Jan. 10
<b>Catholic Schools Week</b>	Feb. 1	Jan. 24
<b>Lent / Seniors and Aging / Health Care</b>	Feb. 15	Feb. 7
<b>Pilgrimages</b>	Feb. 29	Feb. 21
<b>Easter Mass / Social Justice</b>	Mar. 14	Mar. 6
<b>Multicultural Ministries</b>	Mar. 28	Mar. 20
<b>Hope Appeal / Health Care</b>	Apr. 11	Apr. 3
<b>World Day for Vocations</b>	Apr. 25	Apr. 17
<b>Religious Jubilee / Mother's Day</b>	May 9	May 1
<b>Memorial Day / Family and Marriage</b>	May 23	May 15
<b>Priest ordination/ Vocations</b>	Jun. 6	May 29
<b>Priest Jubilees</b>	Jun. 20	Jun. 12
<b>Youth events</b>	Jul. 4	Jun. 26
<b>World Youth Day</b>	Jul. 18	Jul. 10
<b>Pilgrimages</b>	Aug. 1	Jul. 24
<b>Back to College</b>	Aug. 15	Aug. 7
<b>Back to school</b>	Aug. 29	Aug. 21
<b>Hope Appeal/ Health Care</b>	Sept. 12	Sept. 4
<b>Respect Life/ Disability Awareness</b>	Sept. 26	Sept. 18
<b>World Missions; Immigrants &amp; Refugees</b>	Oct. 10	Oct. 2
<b>All Saints/ Memorials</b>	Oct. 24	Oct. 16
<b>Safe Environment / Health Care/ Vocations</b>	Nov. 7	Nov. 30
<b>Thanksgiving/ Advent</b>	Nov. 21	Nov. 13
<b>Immaculata Awards</b>	Dec. 5	Nov. 26
<b>Christmas</b>	Dec. 19	Dec. 11