

CATHOLIC Herald

The magazine of the Catholic Diocese of Sacramento

Tap

into the Catholic Market-
place. Reach 42,000 Catholic
families—more than 126,000
readers!



What is special about the
Catholic market place?

Our subscribers are more likely to:

- Own their home
- Work in professional positions
- Travel ■ Buy a third car
- Have a college/ graduate degree
- Have disposable income

*The Catholic market place offers you a solid target
group for your business or service.*

Full Page:
8" wide x
10.25"

Half Page:
3.875" wide
x 10.25"

Half Page:
8" wide x

Quarter
Page: 3.875"
wide
x 5"

Eighth Page:
3.875" wide
x 2.5"

ADVERTISING SIZES AND RATES

Frequency	Full	Half	Quarter	Eighth
1-2 Runs	\$2,186	\$1,312	\$787	\$472
3-4 Runs	\$2,000	\$1,100	\$725	\$450
5-6 Runs	\$1,875	\$950	\$500	\$340

Publication Date	Ad Reservation Date	Artwork Date
Nov/Dec 2014	Sept.5	Sept. 12
Jan/Feb 2015	Nov. 3	Nov. 11
March/April	Jan. 5	Jan. 14
May/June	Mar. 5	Mar. 14
July/Aug	May 2	May 12
Sept/Oct	July 8	July 17
Nov/Dec	Sept. 4	Sept. 14

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