

The Catholic Moment



Advertising Rate Information

The Catholic Moment is a wholly-owned, non-profit publication of the Diocese of Lafayette-in-Indiana.

The newspaper is published weekly except for the second and fourth weeks of July and August and the last week of December, and is circulated by mail.

Thank you for your interest in *The Catholic Moment*. We are the newspaper of the Roman Catholic Church in Northcentral Indiana, reaching more than 27,000 households weekly.

The paper is an outreach supported by the 62 parishes and missions of the Diocese of Lafayette. We direct-mail the paper to the Catholic households in 53 communities within 25 counties across Northcentral Indiana.

The Catholic Moment provides news, information and inspirational articles of interest to Catholic readers.

The newspaper is printed on Tuesdays, mailed on Thursdays, and is dated Sunday. Normal delivery is the Friday or Saturday prior to date of edition.

The following pages give rate and mechanical information about *The Catholic Moment*. We look forward to talking with you about your advertising.

For additional information and reservations please contact us at:

The Catholic Moment
PO Box 1603
Lafayette, IN 47902-1603
(765) 742-2050 or (800) 942-2397
Fax: (765) 742-7513
e-mail: moment@dol-in.org
Web site: www.thecatholicmoment.org



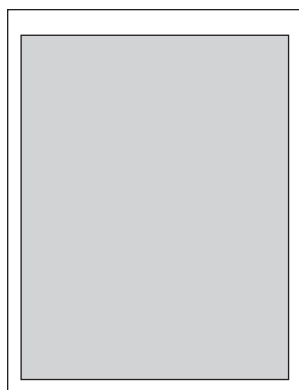
All content published in or delivered with The Catholic Moment must meet publication standards.

Display Advertising

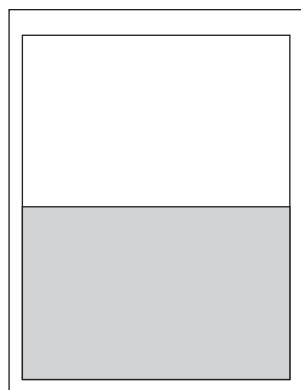
Your Ad Size	Ad to run 1 - 3 X \$13.00 <i>per column inch</i>	Ad to run 4 - 6 X \$12.50 <i>per column inch</i>	Ad to run 7 - 11 X \$12.00 <i>per column inch</i>	Ad to run 12 - 23 X \$11.00 <i>per column inch</i>	Ad to run 24 - 46 X \$10.50 <i>per column inch</i>	Ad to run 47 X \$10.00 <i>per column inch</i>
Full Page (10" X 13")	\$845.00	\$812.50	\$780.00	\$715.00	\$682.50	\$650.00
Half Page (10" X 6.50")	\$422.50	\$406.25	\$390.00	\$357.50	\$341.25	\$325.00
4 col X 7" (7.967" X 7")	\$364.00	\$350.00	\$336.00	\$308.00	\$294.00	\$280.00
3 col X 6" (5.933" X 6")	\$234.00	\$225.00	\$216.00	\$198.00	\$189.00	\$180.00
2 col X 4" (3.9" X 4")	\$104.00	\$100.00	\$96.00	\$88.00	\$84.00	\$80.00
2 col X 2" (3.9" X 2")	\$52.00	\$50.00	\$48.00	\$44.00	\$42.00	\$40.00
1 col X 5" (1.867" X 5")	\$65.00	\$62.50	\$60.00	\$55.00	\$52.50	\$50.00
1 col X 2" (1.867" X 2")	\$26.00	\$25.00	\$24.00	\$22.00	\$21.00	\$20.00

Note: Frequency Discounts are given in advance after signed contract is received.

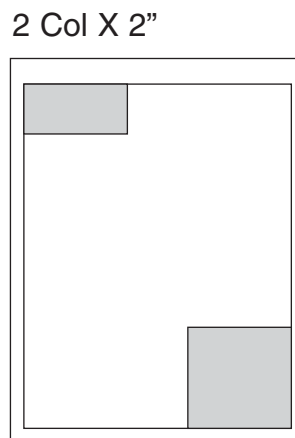
Spot color is an additional \$50 per color. Process color is an additional \$150.



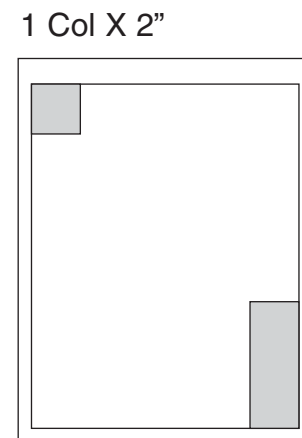
Full Page



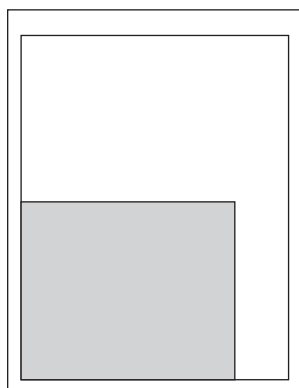
Half Page



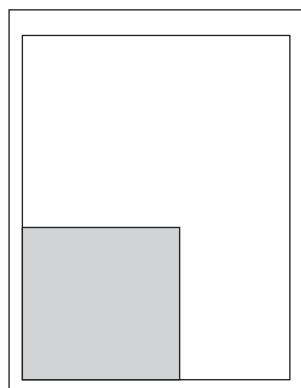
2 Col X 4"



1 Col X 5"



4 Col X 7"



3 Col X 6"

These are some of our most commonly used ad sizes. Other sizes and insert services are available to fit your advertising needs. An ad can be from 1 to 5 columns across by 1" to 13" down.

You can figure the cost of your ad by taking the number of columns across times the number of inches down and then multiplying that by the cost per column inch based on the number of times your ad will run.

Classified Advertising

1 column by 1”

\$12.00

1 column by 1.5”

\$18.00

These are the sizes available for our classified advertising.

Color is not available for Classified Advertising. Frequency discounts are not available with classified advertising.

1 column by 2”

\$24.00

2 column by 2”

\$48.00

Mechanical Specifications

Columns	Inches	Picas	Page Measurement
1 column	1.867”	11.2	In Inches: 5 columns (10”) X 13” (tabloid)
2 columns	3.9”	23.4	In Picas: 60 picas X 78 picas
3 columns	5.933”	35.7	
4 columns	7.967”	47.9	
5 columns	10”	60	

Line Screen: Newspaper, 85

Material preferred in digital format. PDF is preferred but JPG, EPS and TIFF also can be accepted.

Ad copy is due 12 days prior to publication date.

Billing Information

In some cases, pre-payment may be required.

A statement of account will be sent the first of each month for advertising charges incurred in the previous month. Payment terms are Net End of Month.

Unfulfilled contracts or contracts canceled by advertiser prior to completion will be charged at the applicable rate for the actual frequency of the ad.

Agency commissions are in addition to these rates.

Pre-Printed Inserts

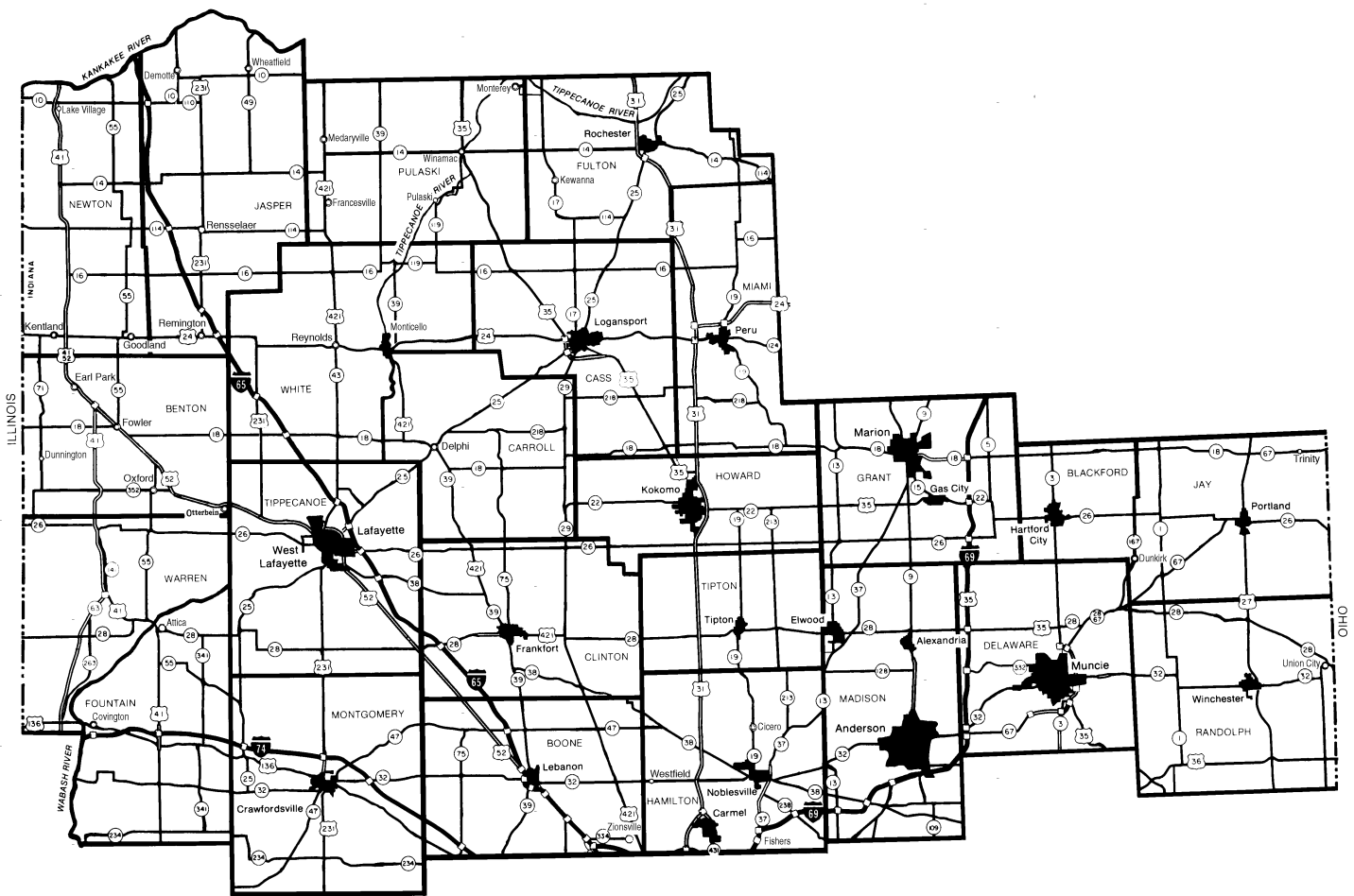
Looking for a cost effective way to mail pre-printed inserts? We can help. Your pre-printed inserts can be mailed to all 27,000+ households, or you can choose just certain cities, parishes or counties. Just give us a call to find out how many you will need to target that special area.

The charge for pre-printed delivered inserts is \$40 per thousand. Zoned distribution is \$50 per thousand.

Inserts must fit inside a 7" by 10" area. *If your inserts are larger than that, they will need to be folded to fit within that area.*

Deliver your pre-printed inserts at least 12 days prior to the publication date to:

**Attention: Chris Davis
The Papers, Inc.
206 S Main St
Milford, IN 46542
Phone: (574) 658-4111**



CIRCULATION BY COUNTY (DISTRIBUTION AREA INCLUDES MARION COUNTY)

Benton 493	Fountain 126	Madison 1,641	Tippecanoe 4,075
Blackford 170	Fulton 213	Marion 909	Tipton 392
Boone 1,330	Grant 845	Miami 341	Warren 102
Carroll 241	Hamilton 9,294	Montgomery 335	White 404
Cass 447	Howard 1,579	Newton 202	
Clinton 278	Jasper 763	Pulaski 354	
Delaware 1,375	Jay 324	Randolph 161	

Figures as of September 2011