

CHURCH TODAY

www.diocesealex.org

Serving the Diocese of Alexandria, Louisiana Since 1970

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.

Find out more TODAY!

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



St. Edward Catholic Church, Tallulah, LA

One big Diocese

Bishop David Talley recently travelled to the most far-away parish in the diocese -- St. Edward Church in Tallulah -- almost two and a half hours away from Alexandria. In Tallulah he celebrated Mass with the congregation and met up with 90-year-old Kathleen Mills, pictured here with her son, Eddie.

How to advertise in The Church Today!

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

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

website: www.diocesealex.org (view the current issue)

All rates and deadline dates subject to change.

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 2018 Deadline/Print Schedule

Copy/Ad Deadline	Print Date
Jan. 11	Jan. 22
Feb. 8	Feb. 19
Mar. 8	Mar. 19
Apr. 5	Apr. 16
May 3	May 14
May 31	June 11
July 5	July 16
Aug. 2	Aug. 13
Sept. 6	Sept. 17
Oct. 4	Oct. 15
Nov. 1	Nov. 12
Nov. 29	Dec. 10

Editor may change dates.

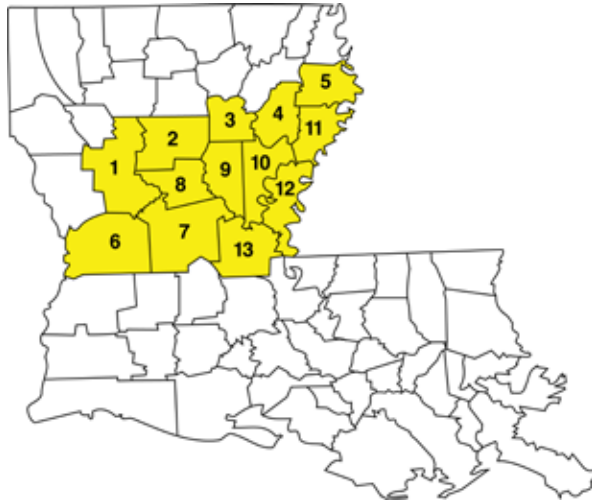
**Contract rates are discounted--
run a prepaid schedule for the year
and pay less per month!**

Call us to find out more!

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 43,000 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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