

# CHURCH TODAY

Serving the Diocese of Alexandria, Louisiana Since 1970

2023 Ad Rates

## How to advertise in The Church Today!

### 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.

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](mailto:joanferguson@diocesealex.org)



Bishop Robert Marshall attended Cabrini Fest, the annual fall fair benefiting St. Frances Cabrini School. Pictured with Bishop Marshall are Sr. Elizabeth Ann Holmes, SSF, teacher; Sr. Nina Vincent, OLS, principal; Fr. Chad Partain, pastor; and Sr. Stephanie Marie Langston, SSF, also a teacher. Many members of the school community volunteered at game booths, running a zip line, distributing food, painting faces, performing on stage, and having a great time. See inside this issue for more pictures as parishes and schools prepare for the upcoming Advent season.

### INSIDE

#### The Joy and promise of the Most Holy Eucharist

What connection, if any, do you feel for those with whom you gather for Mass? See page 2 for a letter from Bishop Robert Marshall concerning the joy and promise of the Real Presence of Christ in the Eucharist.

#### We are an Advent people

Advent is derived from the Latin "adventus," which simply means "coming." See inside this issue for ways to prepare our hearts and homes for the coming Advent season.

#### Two truths and a lie about celebrating Advent

If you're a mom who loves Advent and enjoys it as a sincere way to worship the Savior - you're free to celebrate. But if you're having a "tiny Christmas tree" type of year and it's just not attainable to do all the things, it really is okay. See page 18 for more on observing the Advent season with your family.

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# 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 (\$600)

## 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](mailto: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](mailto:joanferguson@diocesealex.org)

website: [www.diocesealex.org](http://www.diocesealex.org) (view the current issue)

All rates and deadline dates subject to change.

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## 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 2023 Deadline/Print Schedule

Copy/Ad Deadline	Print Date
Jan. 12	Jan. 23
Feb. 9	Feb. 20
Mar. 16	Mar. 27
Apr. 13	Apr. 24
May 11	May 22
June 15	June 26
July 13	July 24
Aug. 17	Aug. 28
Sept. 14	Sept. 25
Oct. 12	Oct. 23
Nov. 16	Nov. 27
Dec. 14	Dec. 25

Editor may change dates.

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

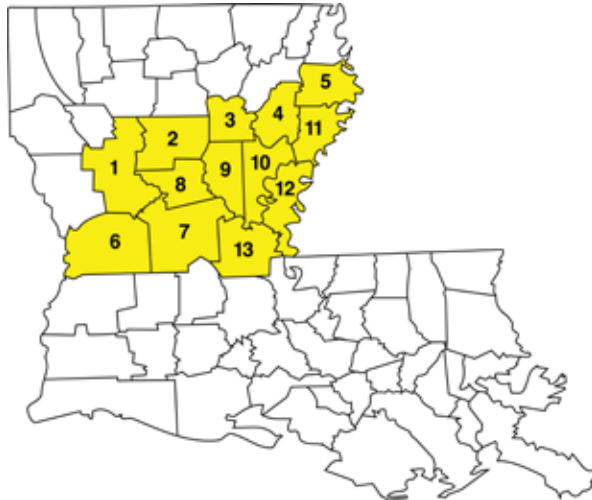
**Call us to find out more!**

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# Why Advertise in The Church Today?

- **You reach a specific audience** -- Catholics in central Louisiana
  - Mailed to about 10,000 addresses -- 12 times a year
  - Has potential of reaching 33,000 Catholics in over 10,000 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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