

Advertise *in the* Catholic Spirit

The Catholic Spirit newspaper is the award winning monthly publication of the Diocese of Austin. With a circulation of 101,000 to 25 counties in Central Texas, the Catholic Spirit brings news of the worldwide Catholic church as well as issues of concern to our local community. Our readers are a mixture of many ethnic groups and industries, ranging from farming and ranching to high-tech companies and education. As a family-oriented publication, the Catholic Spirit delivers your message to our readers in a manner that few publications can match.

Publication Date: Delivered by mail during the first week of each month (with the exception of the summer when the July and August issues are combined -- the July/August issue is delivered during the last week of July).

Advertising Deadlines: Space reservation by the 10th of the month preceding publication; camera-ready advertising copy by the 20th of the month preceding publication.

Inserts: Pre-printed materials are accepted for distribution in the Catholic Spirit, subject to U.S. Postal Service regulations: \$55 per 1,000 inserts (must weigh one ounce or less). Insert materials must be received at press plant five days before printing, which is usually around the 20th of the month prior to publication. Specific ZIP codes can be targeted, just ask if you have any questions regarding this.

Ad Production: Camera-ready art is preferred (high resolution jpg or pdf files).

Mechanical Requirements and Costs

Sixteenth Page:	2.1375" wide (1 col) x 2.75" deep; cost \$93.75
Eighth Page:	4.425" wide (2 col) x 2.75" deep; cost \$187.50
Quarter Page:	4.425" (2 col) wide x 5.5" deep; cost \$375
Third Page:	9" wide (4 col) x 3.5" deep; cost \$500
Half Page:	9" wide (4 col) x 5.5" deep; cost \$750
Full Page:	9" wide (4 col) x 10.75" deep; cost \$1,500

Full color is available on all ads.

Inserts are \$55 per 1,000 copies. Certain ZIP codes may be selected.

Contract Discounts for consecutive ads:

3 months-10%; 6 months-15%; 11 or 12 months-20%

The Publisher reserves the right to reject any advertising at any time.

The Catholic Spirit

6225 Hwy. 290 East
Austin, Texas 78723
(512) 949-2443 • catholic-spirit@austindiocese.org

Shelley Metcalf

Editor and Advertising Coordinator
(512) 949-2443
shelley-metcalf@austindiocese.org

CATHOLIC SPIRIT ADVERTISING

****We would prefer all advertising in a high-resolution "pdf" electronic file. For more information, call Shelley Metcalf at (512) 949-2443, or e-mail shelly-metcalf@austindiocese.org.

Please complete the following information to complete your advertising request.

Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax _____

E-mail address _____

Please run a _____ column x _____ inch ad for the month(s) of _____

____ I require typesetting services. ____ Art in an electronic file will be sent by the 20th of the month preceding publication.

Signature _____ Date _____

Please fax this form back to Shelley Metcalf at 512.949.2520

Mechanical Requirements:

Column Width:	1 column	2.1375 inches
	2 columns	4.425 inches
	3 columns	6.72 inches
	4 columns	9 inches

Page Depth: 11 inches

Eighth Page: 4.425" wide x 2.75" deep

Quarter Page: 4.425" wide x 5.5" deep

Third Page: 9" wide x 3.6" deep

Half Page: 9" wide x 5.5" deep

Full Page: 9" wide x 11" deep

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Rate Chart:

Space	Monthly
1 column inch	\$30
Eighth page	\$187.50
Quarter page	\$375
Third page	\$500
Half Page	\$750
Full Page	\$1,500

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3 months	10%
6 months	15%
12 months	20%