

ADVERTISING INFORMATION



Agua Viva is the official newspaper of the Roman Catholic Diocese of Las Cruces, New Mexico. The newspaper is a 28-page, bi-lingual – English and Spanish – publication and is published bi-monthly with a total circulation of 11,135. It is distributed free of charge to the parishes and missions that comprise the Diocese of Las Cruces. *Agua Viva* is also available as an online publication on our diocesan website at www.rcdlc.org/agua-viva-newspaper.

Agua Viva
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■ Mission Statement

As the official newspaper of the Diocese of Las Cruces, *Agua Viva* maintains as its primary goal the dissemination of local, diocesan, regional, national and international church news. *Agua Viva* attempts to emphasize the role of local parishioners and their activities as they relate to their own parish communities and to the diocese as a whole. At the same time, *Agua Viva* dares to challenge its readers to reach a deeper understanding of Catholic teachings as well as to offer accurate and objective reporting of information having to do with the Roman Catholic Church.

■ Policies and Procedures

The advertising manager reserves the right to refuse any ad found unsuitable for publication in a Catholic publication. ■ Every attempt will be made to grant the advertiser's position request, however, no position can be guaranteed. ■ The publisher reserves the right to revise rates without notice. All current contracts will not be revised. ■ Cancellations cannot be made after Input Deadline Date.

■ Advertising Rates

Full Page (7.25 x 9.125 inches)	\$500
Half Page (7.25 x 4.5 inches)	\$250
Quarter Page (3.5 x 4.5 inches)	\$200
Eighth Page (3.5 x 2.25 inches)	\$100
Rate per column inch	\$16
Inserts (6x10 inches or smaller)	\$25 per 1,000

Rates shown are per issue

■ Payments

Billing statement is mailed to advertiser approximately one week after insertion date(s) and is payable upon receipt.