

MODULAR RATES

The Clarion Herald has kept its base advertising rates the SAME for the last SEVEN YEARS!

We are the only publication in the entire city to offer an additional 15% ADVERTISER'S DISCOUNT over and above any contract-offered discount.

Effective 01.15.20

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Official Catholic Weekly - Archdiocese of New Orleans
(504) 524-1618 • FAX: (504) 596-3039

| AD Sizes | OPEN RATE NO CONTRACT | 15% disc. | 27" CONTRACT BUT LESS THAN 54" INCHES | 15% disc. | 54" CONTRACT BUT LESS THAN 108" INCHES | 15% disc. | 108" CONTRACT BUT LESS THAN 216" INCHES | 15% disc. | 216" CONTRACT BUT LESS THAN 448" INCHES | 15% disc. | 448" CONTRACT | 15% disc. | |
|---|--------------------------|--|--|---|--|--|--|--|--|---|--|---|--|
| 117 inch (Center Spread) | ➡ | | ➡ | | ➡ | | 1 time \$3,346 | \$2,844 | 2 times \$3,218 | \$2,735 | 4 times \$3,089 | \$2,626 | |
| 56 inch (Full PG) | ➡ | | ➡ | | 1 time \$1,786 | \$1,518 | 2 times \$1,602 | \$1,362 | 4 times \$1,540 | \$1,309 | 8 times \$1,478 | \$1,256 | |
| 34 inch (Junior PG) H | ➡ | | 1 time \$1,234 | \$1,049 | 2 times \$1,085 | \$922 | 4 times \$972 | \$826 | 7 times \$935 | \$795 | 13 times \$898 | \$763 | |
| 33.375 Inch V | ➡ | | 1 time \$1,170 | \$995 | 2 times \$1,029 | \$875 | 4 times \$923 | \$784 | 7 times \$887 | \$754 | 14 times \$851 | \$723 | |
| 27.5 (Half PG) | ➡ | | 1 time \$998 | \$848 | 2 times \$878 | \$746 | 4 times \$787 | \$670 | 8 times \$757 | \$644 | 16 times \$726 | \$617 | |
| 15 Inch H | ➡ | 1 time \$594 | \$505 | 2 times \$545 | \$463 | 4 times \$479 | \$407 | 7 times \$429 | \$365 | 14 times \$413 | \$351 | 29 times \$396 | \$337 |
| 14 Inch V | ➡ | 1 time \$554 | \$471 | 2 times \$508 | \$432 | 4 times \$447 | \$380 | 8 times \$400 | \$340 | 16 times \$385 | \$327 | 31 times \$370 | \$315 |
| 12 Inch H | ➡ | 1 time \$475 | \$404 | 3 times \$436 | \$371 | 5 times \$383 | \$326 | 9 times \$343 | \$292 | 18 times \$330 | \$281 | 36 times \$317 | \$269 |
| 9 Inch H | ➡ | 1 time \$356 | \$303 | 3 times \$327 | \$278 | 6 times \$287 | \$244 | 12 times \$257 | \$218 | 24 times \$248 | \$211 | Position Surcharge (Not Commissionable) An additional 20% of ad cost | |
| 7 Inch V | ➡ | 1 time \$277 | \$235 | 4 times \$254 | \$216 | 8 times \$223 | \$190 | 16 times \$200 | \$170 | 31 times \$193 | \$164 | | |
| 6 Inch H | ➡ | 1 time \$238 | \$202 | 5 times \$218 | \$185 | 9 times \$191 | \$163 | 18 times \$172 | \$146 | 36 times \$165 | \$140 | | |
| 3 Inch V | ➡ | 1 time \$119 | \$101 | 9 times \$109 | \$93 | 13 times \$96 | \$82 | 36 times \$86 | \$73 | | | | |
| Preprinted Inserts <i>RATE CHANGE</i> Up to 1 ounce | ➡ | <i>Full Run \$48</i> (per thousand) FULL RUN 55,000 | | MINIMUM RATES <i>Partial Run \$50</i> (per thousand) MIN. RUN 45,000 | | | | <i>Book Three Times \$47</i> (per thousand) MIN. RUN 45,000 | | Maximun size folded = 10.5 x 12 inches - Minimum size folded = 5x7 inches NOTE: We can only accept 6 3/4 Remittance ENV. (6 15/16 x 6 1/5) opened/flat | | | |
| Our full-color charges are very inexpensive ... and also UNCHANGED from last year! | | | | | | | | | | | | | |
| Color Charges | ➡ | \$50 | \$60 | \$70 | \$80 | \$90 | \$100 | \$105 | \$125 | \$150 | \$200 | \$225 | \$350 |
| Actual AD Sizes | ➡ | 3 inch Vert. 1 3/4" w x 3" (one column V) | 6 inch Hor. 3 5/8" w x 3" (two column H) | 7 inch Vert. 1 3/4" w x 7" (one column V) | 9 inch Hor. 5 1/2" w x 3" (three column H) | 12 inch Hor. 7 3/8" w x 3" (four column H) | 14 inch Vert. 3 5/8" w x 7" (two column V) | 15 inch Hor. 9 1/4" w x 3" (five column H) | 27.5 inch Hor. 9 1/4" w x 5.5" (five column H) | 32.25 inch Vert. 5 1/2" w x 11 1/8" (three column V) | 34 inch (Junior) 7 3/8" w x 8 1/2" (four column H) | 56 inch (Full) 9 1/4" w x 11 1/8" (five column) | 117 inch (Center Spread) 19 3/4" w x 11 1/8" |

Rates based on the total number of inches contracted to run within 12 months. All rates (NET) quoted are for color ads and are not commissionable.