

Regular Rates

Multiple Insertion Discounts				
Ad Size	1x	6x	13x	26x
FULL PAGE (70 col. In.)	\$718	\$646	\$581	\$523
½ PAGE (35 col. In.)	\$359	\$323	\$291	\$262
¼ PAGE (17½ col. In.)	\$180	\$161	\$145	\$131
⅛ PAGE (8¾ col. In.)	\$90	\$81	\$73	\$66
6 col. In.	\$62		\$56	\$50
5 col. In.	\$52		\$46	\$41
4 col. In.	\$41		\$37	\$33

Call for other sizes, rates and discounts

Color: \$225 Extra

Supplement and Shopper Dates

MARK YOUR CALENDAR NOW

Publish Date

Catholic Schools Supplement	January
Bridal Supplement	February
Easter Greetings*	March
Health & Wellness Supplement	April
Summer Bridal Shopper	May
Graduation Supplement	June
Back to School Shoppers	July - Sept
Fall Bridal Shopper	September
Sr. Living Supplement	October
Christmas Shoppers	Nov - Dec
Christmas Greetings*	December
Archdiocesan Directory	

*Regular Rate

Supplement and Shopper Rates

\$10.75 per column inch

Full page	\$753
Half Page	\$376
Quarter Page	\$188
Eighth Page	\$ 94
6 inch ad	\$ 64
5 inch ad	\$ 54
4 inch ad	\$ 43

Call about other ad sizes & rates

Color: \$225 Extra

Classified Ads

1 ISSUE: \$10 up to 12 words
 2 ISSUES: \$18 up to 12 words
*75¢ per word per week
 for each additional word*

2021 SCHEDULE

Publishing	Deadlines*
January 1, 15 & 29	Dec 21, 2019 Jan 4 & 18
February 12 & 26	Feb 2 & 16
March 12 & 26	Mar 2 & 16
April 9 & 23	Mar 29 & April 12
May 7 & 21	April 26 & May 10
June 4 & 18	May 24 & June 7
July 2, 16 & 30	June 21 & July 5 & 19
August 13 & 27	Aug 2 & 16
September 10 & 24	Aug 30 & 13
October 8 & 22	Sept 27 & Oct 11
November 5 & 19	Oct 25 & Nov 8
December 3, 17 & 31	Nov 22 & Dec 6 & 20

*Deadlines could be subject to change

**To Advertise in
*The Catholic Week***

Contact:

Mary Ann Stevens
Advertising Manager
(251) 434-1543
mstevens@mobarch.org

SPECIFICATION SHEET

Mechanical Specifications:

Tabloid Page: 5 columns X 14 inches

Full Page (70 column inches)

5 col (9.812 in) x 14 inches

1/2 Page (35 column inches)

5 col (9.812 in) x 7 inches

4 col (7.812 in) x 8³/₄ (8.75) inches

3 col (5.812 in) x 11⁵/₈ (11.625) inches

2¹/₂ col (4.812 in) x 14 inches

1/4 Page (17.5 column inches)

5 col (9.812 in) x 3¹/₂ (3.5) inches

4 col (7.812 in) x 4³/₈ (4.375) inches

3 col (5.812 in) x 5⁷/₈ (5.875) inches

2¹/₂ col (4.812 in) x 7 inches

2 col (3.812 in) x 8³/₄ (8.75) inches

1/8 Page (8.75 column inches)

5 col (9.812 in) x 1³/₄ (1.75) inches

4 col (7.812 in) x 2¹/₄ (2.25) inches

3 col (5.812 in) x 2⁷/₈ (2.875) inches

2¹/₂ col (4.812 in) x 3¹/₂ (3.5) inches

2 col (3.812 in) x 4³/₈ (4.375) inches

1 col (1.812 in) x 8³/₄ (8.75) inches

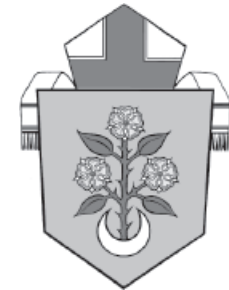
Business Card (4 column inches)

2 col (3.812 in) x 2 inches

1 col (1.812 in) x 4 inches

THE CATHOLIC WEEK

*Official Publication
of the Archdiocese of Mobile*



**Advertising Rates
Specifications
Production Dates
& Deadlines**