

## Regular Rates

Multiple Insertion Discounts				
Ad Size	1x	6x	13x	26x
<b>FULL PAGE</b> (70 col. In.)	\$718	\$646	\$581	\$523
<b>½ PAGE</b> (35 col. In.)	\$359	\$323	\$291	\$262
<b>¼ PAGE</b> (17½ col. In.)	\$180	\$161	\$145	\$131
<b>⅛ PAGE</b> (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
Easter Greetings*	March
Health & Wellness Supplement	April
Graduation Supplement	June
Back to School Shoppers	July - Sept
Christmas Greetings*	December
Archdiocesan Directory	

\*Regular Rate

## Supplement and Shopper Rates

**\$10.75 per column inch**

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

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, 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:**

**Ann Marie Osborne**  
Advertising/Communications Specialist  
(251) 434-1543  
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## 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 8<sup>3</sup>/<sub>4</sub> (8.75) inches

3 col (5.812 in) x 11<sup>5</sup>/<sub>8</sub> (11.625) inches

2<sup>1</sup>/<sub>2</sub> col (4.812 in) x 14 inches

#### 1/4 Page (17.5 column inches)

5 col (9.812 in) x 3<sup>1</sup>/<sub>2</sub> (3.5) inches

4 col (7.812 in) x 4<sup>3</sup>/<sub>8</sub> (4.375) inches

3 col (5.812 in) x 5<sup>7</sup>/<sub>8</sub> (5.875) inches

2<sup>1</sup>/<sub>2</sub> col (4.812 in) x 7 inches

2 col (3.812 in) x 8<sup>3</sup>/<sub>4</sub> (8.75) inches

#### 1/8 Page (8.75 column inches)

5 col (9.812 in) x 1<sup>3</sup>/<sub>4</sub> (1.75) inches

4 col (7.812 in) x 2<sup>1</sup>/<sub>4</sub> (2.25) inches

3 col (5.812 in) x 2<sup>7</sup>/<sub>8</sub> (2.875) inches

2<sup>1</sup>/<sub>2</sub> col (4.812 in) x 3<sup>1</sup>/<sub>2</sub> (3.5) inches

2 col (3.812 in) x 4<sup>3</sup>/<sub>8</sub> (4.375) inches

1 col (1.812 in) x 8<sup>3</sup>/<sub>4</sub> (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**