

ADVERTISING RATES & INFORMATION 2018

General Information

Mississippi Catholic is delivered to more than 17,000 homes across the state of Mississippi twice a month. It is a tabloid size newspaper with variable pages published by the Catholic Diocese of Jackson. Once a month, the paper includes a Spanish-language insert, *Mississippi Católico*. The paper includes a column from the bishop, happenings from around the diocese, news from the Vatican and the U.S. Conference of Catholic Bishops as well as stories of faith and inspiration.

Modular Ad Rates

Size	Color Rate	Grayscale Rate
1/16 page 2" wide X 3.25" high	\$42.60 ○	\$27.60 ○
1/8 page 5" wide X 3.25" high	\$82.20 ○	\$67.20 ○
1/4 page 5" wide X 6.5" high	\$147 ○	\$132 ○
1/2 page 10" wide X 6.5" high	\$338 ○	\$270 ○
Full page 10" wide X 13" high	\$675 ○	\$540 ○

PLEASE SELECT ONE

- Ad will come camera ready
- Ad will be designed by *Mississippi Catholic*

Classified

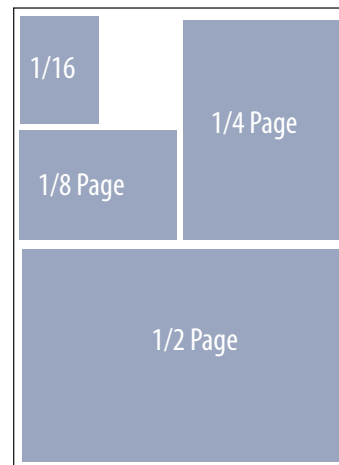
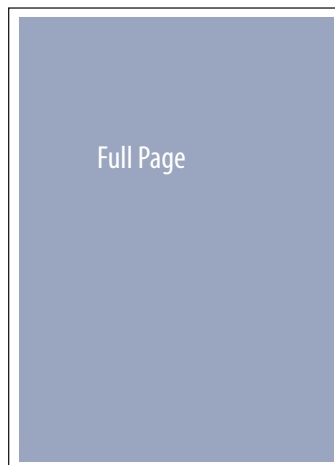
- \$7 for 20 words or less ■ \$.20 each additional word

Miscellaneous

- **Preprinted Inserts** — 10 cents each
- **Positioning** — Cannot guarantee special placement

Issue/Closing Date

- Published twice a month ■ Home delivered by mail
- Dated Fridays ■ All space reservations are due by noon the Wednesday of the week prior to publication. Copy and/or camera-ready mechanicals are due by close-of-business Friday prior to publication.



Copy Approval

All copy subject to approval of *Mississippi Catholic*.
Liquor advertising prohibited by state. Beer ads accepted.
Political advertising not accepted.

Mechanical Requirements

- Column Width—1 1/2 inches ■ Columns—6
- Depth of type page—13 inches
- Width of type page—10 inches

Circulation

17,000+ paid subscribers in the Diocese of Jackson.
Territory covers 2/3 of Mississippi.

Subscription Price

- In-state \$20 per year ■ Out-of-state \$21 per year

This PDF file is interactive. Camera ready ads should be submitted in high resolution PDF or JPEG formats.

Please submit your completed form/camera ready ad to:
editor@mississippicatholic.com
Call 601-969-3581 for questions.

Billing Information

Company Name/Contact: _____
Business Address: _____
Billing Address: _____
Phone: _____ E-mail: _____
Signature: _____

Mail payment to: Catholic Diocese of Jackson
Attn: Dept. of Temporal Affairs
P.O. Box 2248
Jackson, MS 39225-2248



MISSISSIPPI
CATHOLIC

Serving Catholics of the Diocese of Jackson Since 1954

237 E. Amite Street / P.O. Box 2130
Jackson, Mississippi 39225-2130
PHONE 601-969-1880 | FAX 601-960-8455

ADVERTISING RATES & INFORMATION 2018

Issue Date	Special Issue	Deadline for Ads/Copy
Dec. 8, 2017		Dec. 1
Dec. 22, 2017		*Dec. 13
Jan. 12	Catholic Service Appeal/Legislative preview	Jan. 5
Jan. 26	Catholic Schools Week preview	Jan. 19
Feb. 9	Marriage and Family	Feb. 2
Feb. 23		Feb. 16
March 9		March 2
March 23		March 16
April 13		April 6
April 27	Easter	April 20
May 11		May 4
May 25		May 18
June 8	Graduations	**June 1
June 29	Ordination Special	June 20
July 13		July 6
July 27	Spring Sacraments	July 20
Aug. 10	Back to School	Aug. 3
Aug. 24		Aug. 17
Sept. 14		Sept. 7
Sept. 28		Sept. 21
Oct. 12		Oct. 5
Oct. 26		Oct. 19
Nov. 9	Vocation Awareness	Nov. 2
Nov. 23		*Nov. 14
Dec. 7		Nov. 30
Dec. 21		*Dec. 12



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* early deadline due to holiday

** Graduation copy due May 28