

ADVERTISING RATES & INFORMATION 2019

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 with variable pages published by the Catholic Diocese of Jackson. Once a month the paper includes a Spanish-language insert, *Mississippi Catolico*. The paper includes a column from the bishop, happenings from around the diocese, news from the Vatican, the U.S. Conference of Catholic Bishops and stories of faith and inspiration.

Modular Ad Rates

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

PLEASE SELECT ONE

- Ad will come Camera Ready
- Ad will be designed by *Mississippi Catholic*

Classified

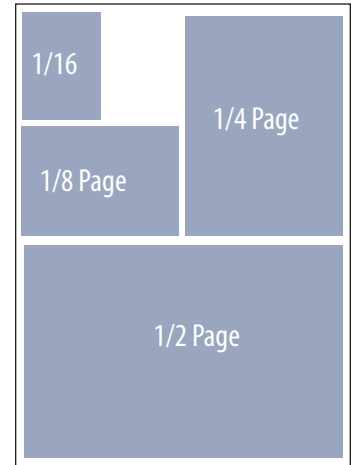
■ \$7 for 20 words or less ■ \$.20 each additional word

Miscellaneous

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

Issue/Closing Date

- Publishing twice a month ■ Home delivered by mail
- Dated Fridays ■ Space reservations are due by noon the Wednesday of the week prior to publication or 10 days in advance. Copy and/or camera-ready mechanicals are due by close-of-business Friday prior to publication.



Copy Approval

All copy subject to approval by *Mississippi Catholic* editorial staff.

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 pages—10 inches

Circulation

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

Subscription Price

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

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 2019

<u>Issue Date</u>	<u>Special Issue</u>	<u>Deadline for Ads/Copy</u>
Jan. 11	Catholic Service Appeal/Legislative preview	Dec. 21 *
Jan. 25	Catholic Schools Week preview	Jan. 18
Feb. 8		Feb. 1
Feb. 22	Marriage and Family	Feb. 15
March 8		March 1
March 22		March 15
April 12		April 5
April 26	Easter	April 18 *
May 10		May 3
May 24		May 17
June 14	Graduations	June 7
June 28		June 21
July 12	Diocesan Annual Report	July 5
July 26	Spring Sacraments	July 19
Aug. 9		Aug. 2
Aug. 23	Back to School	Aug. 16
Sept. 13		Sept. 6
Sept. 27		Sept. 20
Oct. 11		Oct. 4
Oct. 25		Oct. 18
Nov. 8	Vocation Awareness	Nov. 1
Nov. 22		Nov. 15
Dec. 13		Dec. 6
Dec. 27		Dec. 13 *
Jan. 10, 2020		Jan. 3, 2020

* early deadline due to holiday



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