

# THE Catholic Spirit

THE OFFICIAL NEWSPAPER OF  
THE DIOCESE OF METUCHEN

**GREAT CUSTOMERS**  
*are waiting for you*  
*in Central NJ*

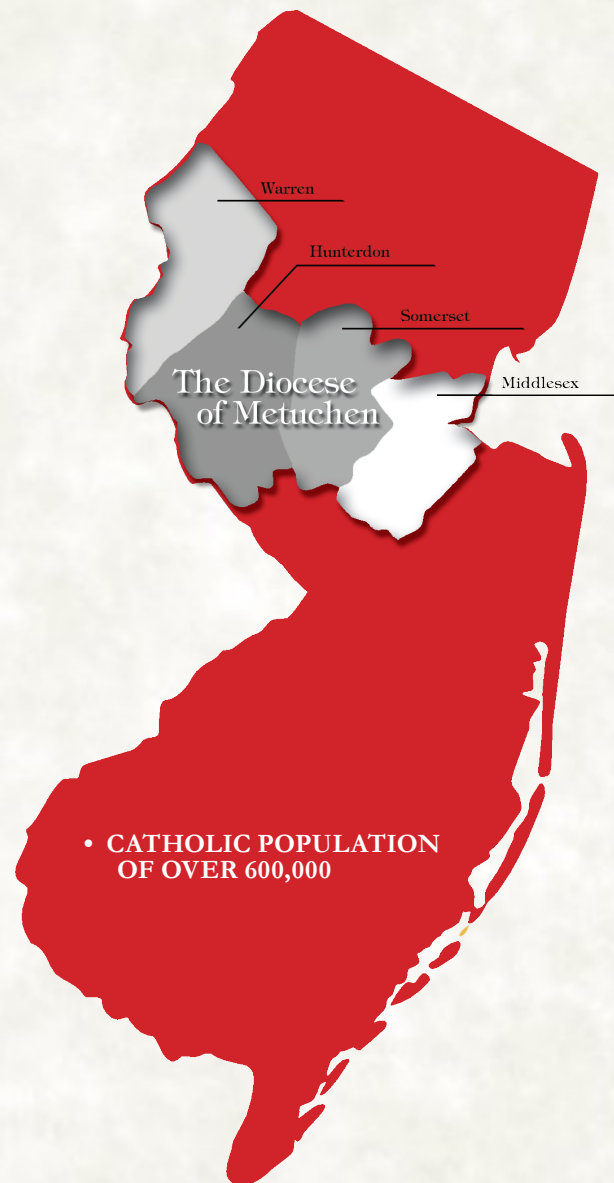
## ADVERTISE WITH US

Reach our readership who  
support our advertisers ...

OUR AWARD WINNING  
NEWSPAPER OFFERS:



- Bi-weekly opportunity to REACH OVER 51,000 READERS in central New Jersey.
- Your ad will BE INCLUDED IN OUR ON-LINE EDITION at NO ADDITIONAL COST which lets you reach countless potential customers!
- Rates among the BEST BUYS in print media.
- A LOYAL MARKET that patronizes advertisers.
- SKILLED ADVERTISING AND DESIGN personnel that will give you the best possible ad campaign for your business or service



**PLUS YOU CAN  
ADVERTISE  
ON OUR WEBSITE**

**CatholicSpirit.com**

FOR INFORMATION CALL  
NAN KUBIAN: 732-765-6444

E-MAIL:

[NKUBIAN@DIOMETUCHEN.ORG](mailto:NKUBIAN@DIOMETUCHEN.ORG)

## DISPLAY ADVERTISING

Net Open Rate..... \$25.00

### Frequency Discount Rates:

1 insertion..... \$25.00  
 4 insertions..... \$21.00  
 12 insertions..... \$17.50  
 26 insertions..... \$15.50

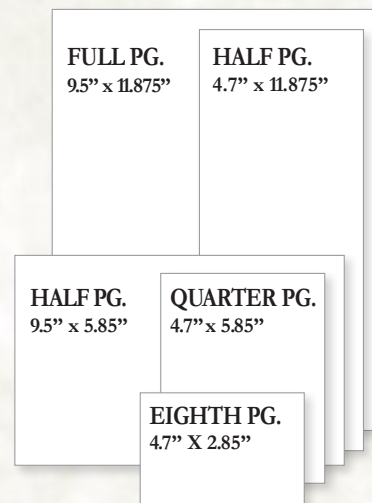
Frequency Rate x Columns x Height = Ad Cost

### Mechanical Requirements

Page width: 9.5 inches  
 Page height: 11.875 inches

### Column Widths (4-COLUMN PAGE)

1 column: 2.3 inches  
 2 column: 4.7 inches  
 3 columns: 7.1 inches  
 4 columns: 9.5 inches



FOR INSERT RATES CONTACT THE ADVERTISING DEPARTMENT.

All rates quoted net • Format colors CMYK • Minimum resolution 300 dpi  
 Printing Process: Offset Screen 85 line • PC format ONLY (PDF or JPEG)  
 4-color surcharge: quarter page ad - \$50 • half page ad - \$100 • full page ad - \$200

## DIRECTORY ADVERTISING

### Business Directory

13 insertions.....\$23.00 per block  
 26 insertions.....\$18.00 per block

Based on 2.26 inch column  
 Insertions must be consecutive  
 (13 insertion minimum)

### Funeral Directory

13 insertions.....\$25.00 per block  
 26 insertions.....\$22.00 per block

Based on 3 inch column  
 Insertions must be consecutive  
 (13 insertion minimum)

### Marketplace Directory

3 insertion.....\$40.00 per block  
 6 insertions.....\$35.00 per block  
 12 insertions.....\$30.00 per block

Monthly directory - last issue of each month  
 Block size is 3 x 1.75 inches

## ON-LINE ADVERTISING - WWW.CATHOLICSPIRIT.COM

Top Banner (728 x 90 pixels) ..... \$275 per month  
 Bottom Banner (728 x 90 pixels) ..... \$225 per month  
 Skyscraper (160 x 600 pixels) ..... \$300 per month  
 Button (160 x 150 pixels) ..... \$100 per month

All ads are rotating with placement on the home and all succeeding pages.



Images accepted as .jpg or .gif under 40kb • Materials are due 10 days prior to the posting date. • Ads may be updated monthly.  
 Use Web-safe color palette • Customer must provide a web address link for their ad when the order is placed or updated.  
 Design services available FREE by The Catholic Spirit staff.

THE ACCEPTANCE OF ADVERTISING BY THE CATHOLIC SPIRIT FOR PRINT OR ONLINE PUBLICATION, DOES NOT CONSTITUTE AN ENDORSEMENT OF ANY PRODUCT OR SERVICE.  
 THE CATHOLIC SPIRIT RESERVES THE RIGHT TO REJECT ANY ADVERTISING IT CONSIDERS OBJECTIONABLE.



# Ad Sizes & Rates (open)

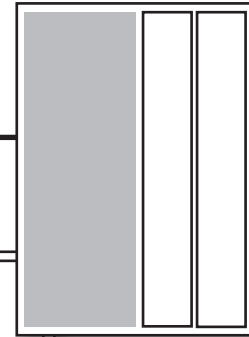


**FULL PAGE**  
9.5 x 11.875 inches

**\$ 1187.50**

**HALF PAGE**  
4.67 x 11.875 inches

**\$ 593.75**



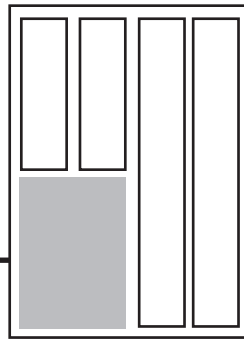
**HALF PAGE**  
9.5 x 5.85 inches

**\$ 585.00**



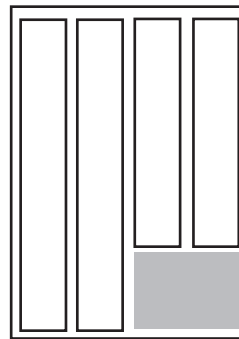
**QUARTER PAGE**  
4.67 x 5.85 inches

**\$ 292.50**



**EIGHTH PAGE**  
4.67 x 2.85 inches

**\$ 142.50**



OTHER SIZES AND CONFIGURATIONS AVAILABLE  
AT THE RATE OF \$25.00 PER COLUMN INCH  
(ONE COLUMN WIDTH: 13 PICAS — 2.25 INCHES)

4-COLOR SURCHARGE: QUARTER PAGE-\$50; HALF PAGE-\$100; FULL PAGE-\$200



**The Catholic Spirit, P.O. Box 191, METUCHEN, NJ 08840**

**ASK FOR NAN KUBIAN**

**Phone: (732) 765-6444**

**Fax: (732) 562-0969**

**e-mail: [nkubian@diometuchen.org](mailto:nkubian@diometuchen.org)**

**ADVERTISING DEADLINE: 8 days prior to issue date**