The Catholic Messenger Technical & Print Adverting Rates

Dollar amount is in rate per inch **Advertise 1-11 times in one year**

1-10"	\$10.71
11-30"	\$10.18
31" Plus	\$9.64

Advertise 12-24 times in one year

1-10"	\$8.30
11-30"	\$8.00
31" Plus	\$7.81

Advertise 25-50 times in one year

1-10"	\$7.61
11-30"	\$7.43
31" Plus	\$7.23

Extra option per AD Full Color: \$100

Six Column Format

Column width = 1.507"

1 COL = 1.507" 2 COL = 3.174" 3 COL = 4.862" 4 COL = 6.518" 5 COL = 8.187" 6 COL = 9.876"

Depth of column=20.25"
Minimum insert dimensions= 5" x 7"
Maximum insert dimensions= 5.5" x 11"

Advertising Deadline is the Friday preceding Thursday publication

Circulation 15,900 copies Readership 33,000+ weekly

Advertising Contact

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The Catholic Messenger

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www.catholicmessenger.net

The Catholic Messenger

Official Newspaper of the Diocese of Davenport

Advertising Rate Card



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have—participated in WMT Gener Bassers, bears Instituted 2023.

WMT News Radio 600 AM of Cedar Rapids regard new face around cross, changes on a rose based on the country fails of the country fails of the fails of Country Talegrounds had the based Martin egg. WMT asteed the Witten partie to serve on a "gir stop" on day two of the three-day cross.

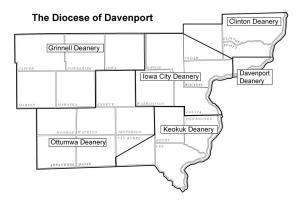
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or saling the Rich Spirit to unlevel them and they will become closer to God?

"Overall, it was a positive experience of energyme was Heardy and appreciation," he continued. "They appreciated the release of everyment was the release to the total part of the blooming of the large and that the has one this Trinstrumb for 21 years and it is to the first the total part of the release one this Trinstrumb for 21 years and it is to first the total and years are sufficiently found popilly would not yet the popilly found popilly would not yet the popilly the cold into the total part of the popiling this cold in this sticking I can provide beging this cold

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See PROCLAIMING on Page 9)



Map of Diocese of Davenport, Southeast Iowa

- The Catholic Messenger is published weekly, with a circulation of more than 15,900 copies.
- Every copy is read, on average, by 2.1 people - giving us a readership of over 33,000 people every week!
- We inform the readers about our diocese, Church and world news.

Cost effective advertising medium

Our advertising rates are structured to provide a strong value for your investment through our wide reach and legitimacy. We have a strong and loyal readership throughout Eastern lowa, Including the communities of:

- Bettendorf
- Detteriuori F
- Burlington
- Clinton
- Davenport
- DeWitt

- Ft. Madison
- Iowa Citv
- Keokuk
- Muscatine
- Ottumwa

The Catholic Messenger is the most effective way of communicating with the

Davenport Diocese
community. With our
reputation for
integrity, readers
trust and relate
strongly to us. This
provides a direct
benefit to our advertisers.

Did You Know?

Subscribers are interested in businesses advertising in the Messenger¹

Simply stated, our readers also have a high respect for businesses that advertise in The Catholic Messenger.

Advertiser benefits

The Catholic Messenger is highly respected by its loyal readers. Due to our strong reputation, they place great trust in what they read in the paper. Therefore, the Messenger offers advertisers the unique ability to build a trusted relationship with these readers.

Additional Advertising options

Website ads - \$50-\$150/mo Inserts - \$59.50/thousand

What's so special about the Catholic market?

America's Catholic readers are well-educated and loyal with tremendous buying power. You'll discover more about this untapped potential. More than just the largest single Christian faith, more than just people who share a common religion, the Catholic market is one of the most dynamic of all consumer markets.

Compared to the general population, Catholics are more likely to²:









- Own their home
- Be in professional or managerial positions
- Buy a third car
- Have a college, and a graduate degree
- Dine out than other groups

Sources:

¹The Catholic Messenger Survey ²Catholic Advertising Network

Sample Ad sizes

Full & half pages also available (not to scale)

Traditional Quarter Page

3 Col x 10" (4.862" x 10")

1 issue rate: \$313.08 12 issue rate: \$245.93 25 issue rate: \$228.34 2 Col x 2"

1 issue rate: \$42.85 12 issue rate: \$33.20 25 issue rate: \$30.45

2 Col x 5"

1 issue rate: \$107.12 12 issue rate: \$82.99 25 issue rate: \$76.13