# Advertising Contact

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## Advertising Rate Card

### Technical & Print Advertising Rates

Dollar amount is in rate per inch

<table>
<thead>
<tr>
<th>Advertise 1-11 times in one year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10”</td>
<td>$10.71</td>
</tr>
<tr>
<td>11-30”</td>
<td>$10.18</td>
</tr>
<tr>
<td>31” Plus</td>
<td>$9.64</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertise 12-24 times in one year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10”</td>
<td>$8.30</td>
</tr>
<tr>
<td>11-30”</td>
<td>$8.00</td>
</tr>
<tr>
<td>31” Plus</td>
<td>$7.81</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertise 25-50 times in one year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10”</td>
<td>$7.61</td>
</tr>
<tr>
<td>11-30”</td>
<td>$7.43</td>
</tr>
<tr>
<td>31” Plus</td>
<td>$7.23</td>
</tr>
</tbody>
</table>

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

- 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:
1. *The Catholic Messenger Survey*
2. *Catholic Advertising Network*

**Sample Ad sizes**
Full & half pages also available (not to scale)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 issue rate</th>
<th>12 issue rate</th>
<th>25 issue rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Col x 2”</td>
<td>$42.85</td>
<td>$33.20</td>
<td>$30.45</td>
</tr>
<tr>
<td>3 Col x 10”</td>
<td>$313.08</td>
<td>$245.93</td>
<td>$228.34</td>
</tr>
<tr>
<td>2 Col x 5”</td>
<td>$107.12</td>
<td>$82.99</td>
<td>$76.13</td>
</tr>
</tbody>
</table>

**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 Iowa, including the communities of:

- Bettendorf
- Burlington
- Clinton
- Davenport
- DeWitt
- Ft. Madison
- Iowa City
- Keokuk
- Muscatine
- Ottumwa

**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.

*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. 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.

*Did You Know?*
Subscribers are interested in businesses advertising in the *Messenger*.

**Additional Advertising options**
Website ads - $50-$150/mo
Inserts - $59.50/thousand

**Map of Diocese of Davenport, Southeast Iowa**