

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

1-10"	\$11.25
11-30"	\$10.69
31" Plus	\$10.12

1-10"	\$8.72
11-30"	\$8.40
31" Plus	\$8.20

1-10"	\$7.99
11-30"	\$7.80
31" Plus	\$7.59

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 13,700 copies
Readership 30,000+ weekly

Brigitte Pendeza
780 W. Central Park Ave.
Davenport, IA 52804
Sales office: 563-888-4249

E-mail:
pendeza@davenportdiocese.org

People:
Remembering
Father Marty Goetz
 — Page 2

Diocesan News
Lay evangelist inspires
the faithful!
 — Page 1

The Catholic Messenger

Volume 163, Number 40	December 2020	163 Years of Journalism	December 4, 2020	8.0
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Choose the way of peace

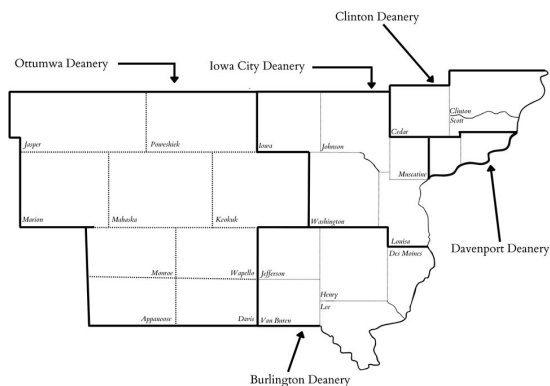
[illegible]

Diocesan delegation reflects on NCYC

[illegible]

Whether you wear camel's hair or a Christmas sweater, now's the time to repel

[illegible]



Map of Diocese of Davenport, Southeast Iowa

- *The Catholic Messenger* is published weekly, with a circulation of more than 14,800 copies.
- Every copy is read, on average, by 2.1 people - giving us a readership of over 30,000 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 Iowa, Including the communities of:

- Bettendorf
- Burlington
- Clinton
- Davenport
- DeWitt
- Ft. Madison
- Iowa City
- 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.

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.

Did You Know?

Subscribers are interested in businesses advertising in the Messenger¹

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:

¹*The Catholic Messenger Survey*

²*Catholic Advertising Network*

Sample Ad sizes

Full & half pages also available (not to scale)

Traditional Quarter Page	2 Col x 2"
3 Col x 10" (4.862" x 10")	1 issue rate: \$45 12 issue rate: \$34.88 25 issue rate: \$31.96
1 issue rate: \$319.50 12 issue rate: \$252 25 issue rate: \$234	2 Col x 5" 1 issue rate: \$112.50 12 issue rate: \$87.20 25 issue rate: \$79.99