

# The CATHOLIC MISSOURIAN

Newspaper of the Diocese of Jefferson City

## Advertising

Rates effective 1/1/25

### General Information

*The Catholic Missourian* is the official newspaper of the Diocese of Jefferson City. It is published biweekly on Fridays (26 issues per year), and is distributed to 27,400 Catholic households in 38 counties of central and northern Missouri.

### Parish Rates (per column inch)

Black/white . . . . . \$10  
 Full color . . . . . \$12

### Mechanical Specifications

1 column — 1.799”                      4 columns — 7.763”  
 2 columns — 3.787”                    5 columns — 9.75”  
 3 columns — 5.775”

Vertical — Up to 12” deep

- Electronic-ready ads accepted in PDF format with fonts embedded; graphic images should be at least 300 dpi

### Deadlines

- Space reservation — 10 business days prior to publication date
- Copy deadline — 8 business days prior to publication date

### Terms

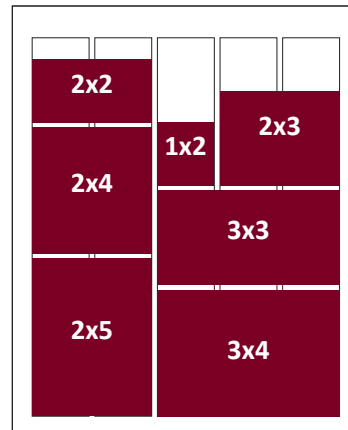
All ad copy is subject to approval. *The Catholic Missourian* does not accept advertising for political causes & candidates, alcohol, tobacco or games of chance. Advertising contrary to the moral teachings of the Catholic Church is not accepted.

### Inserts

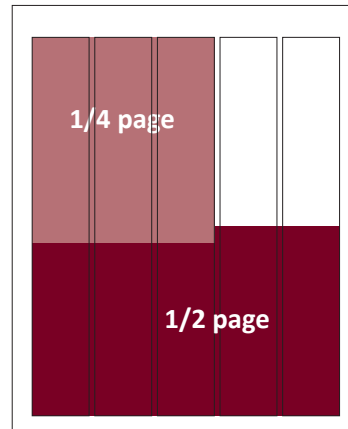
- \$30 per 1,000 for full run, up to 1.0 oz. (additional charges may apply for multiple page inserts)
- Maximum finished insert size is 5.5” x 8.5”
- Inserts should arrive at our printer one week prior to publication date. (Please contact us for shipping information.)

### Sample Sizes

Some of the most common sizes shown below; custom sizes are available, contact us for a quote.



|     | B/W   | FC    |
|-----|-------|-------|
| 1x2 | \$20  | \$24  |
| 2x2 | \$40  | \$48  |
| 2x3 | \$60  | \$72  |
| 2x4 | \$80  | \$96  |
| 2x5 | \$100 | \$120 |
| 3x3 | \$90  | \$108 |
| 3x4 | \$120 | \$144 |



|           | B/W   | FC    |
|-----------|-------|-------|
| 1/4 page  | \$195 | \$234 |
| 1/2 page  | \$300 | \$360 |
| full page | \$600 | \$720 |

### Contact

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