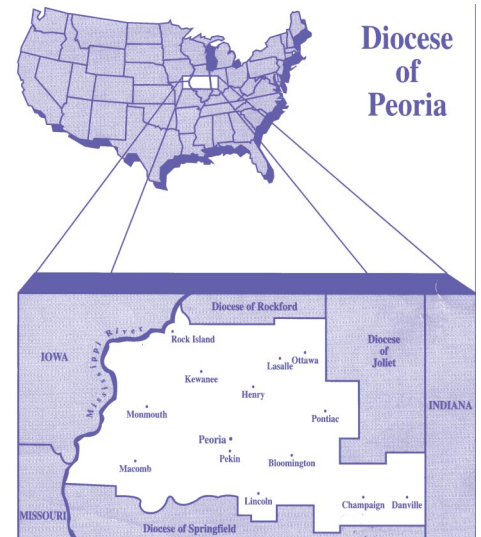


**The Catholic POST** is likely an ideal source for your advertising needs. Surveys show our readership is mature — 89.3% are age 35 and up — with higher disposable income.

Readers spend time with our *award-winning* weekly publication.

In addition, The Catholic Post also publishes a school-year edition “The Catholic Student” which is inserted in newspaper each week. This special edition is sent to an additional 4,000 students and school faculty nine months a year.



*Advertise with us and reach 50,000 readers each week!*

### **Publication Dates 2008-09**

July 6	October 5	January 4	April 5
July 13	October 12 - Colleges	January 11	April 12
July 20*	October 19	January 18	April 19
July 27 - Back to School	October 26	January 25 - Schools	April 26
August 3	November 2	February 1	May 3
August 10	November 9 - Senior	February 8	May 10
August 17*	November 16	February 15	May 18
August 24	November 23	February 22	May 24 - Jubilarian
August 31	November 30	March 1	May 31
September 7	December 7	March 8	June 7*
September 14	December 14	March 15 - Vocation	June 14 - Graduation
September 21	December 21 - Christmas	March 22	June 21
September 28	December 28*	March 29	June 28

*The Catholic Post publishes 48 issues per year. - \* no issue that week.*

Publisher has the right to refuse any advertising.

# The Catholic POST

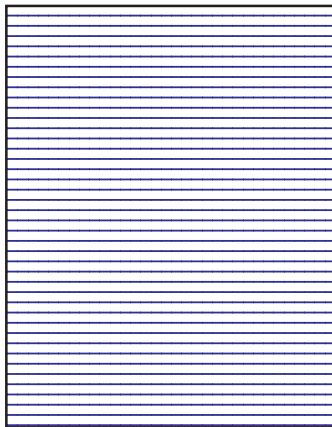
Newspaper of the Diocese of Peoria



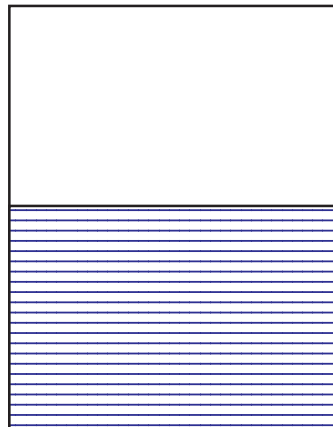
409 NE Monroe Street  
P O Box 1722  
Peoria, IL 61656

For more information call  
Sonia Nelson  
Advertising Manager  
(309) 673-3603  
800-340-5630  
fax: (309) 673-0334  
e-mail: sknelson@cdop.org

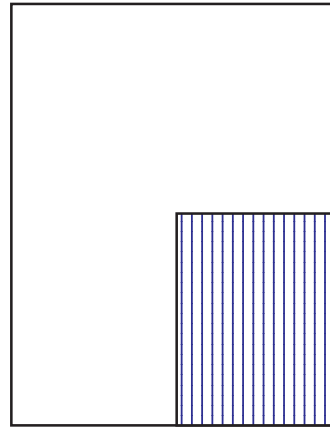
# Ad sizes, rates, and inserts



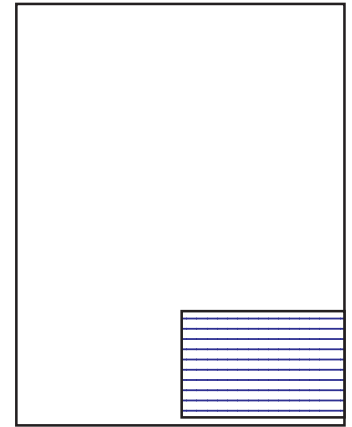
6 Col x 21 1/2"



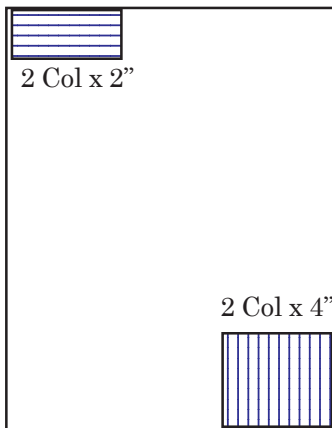
6 Col x 10 3/4"



3 Col x 10"



3 Col x 5"



2 Col x 2"

2 Col x 4"

## Columns

- 1 column
- 2 columns
- 3 columns
- 4 columns
- 5 columns
- 6 columns

## Inches

- 2
- 4
- 6 1/4
- 8 1/4
- 10 1/4
- 12 1/2



## INCHES

## RATE

<b>2 columns x 2"</b>	<b>\$58</b>
<b>2 columns x 4"</b>	<b>\$116</b>
<b>Eighth Page</b>	<b>\$210</b>
<b>Quarter Page</b>	<b>\$360</b>
<b>Half Page</b>	<b>\$650</b>
<b>Full Page</b>	<b>\$1130</b>

These are some of our most commonly used ad sizes. Others sizes and insert services are available to fit your advertising needs.

An ad can measure 1 to 6 columns across by 1" x 21 1/2" high. The page measurement in inches is 12 1/2" (wide) x 21 1/2" (high).

*Space reservation is the Friday prior to publication date.* Advertising copy can be e-mailed to: [cathpost@cdop.org](mailto:cathpost@cdop.org). The Catholic Post accepts PDF files, TIFF or JPEG.

**The Catholic POST**  
Newspaper of the Diocese of Peoria

Pre-printed promotional pieces can be inserted in The Catholic Post for \$41.00/thousand. Deadline for insert reservations is two months prior to date of publication. Delivery of inserts to our printing plant must be three weeks before insertion.

## ADVERTISE 24/7

*Your ad will appear 24 hours and 7 days a week when you advertise online.  
Call The Catholic Post at 800-340-5630 or e-mail [sknelson@cdop.org](mailto:sknelson@cdop.org).*

*Ad size is 227 (pixels) wide by 150 high  
Sign up today for \$100/per month to advertise online.*

