

Denver Catholic

MEDIA KIT



Denver Catholic



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Reach a greater audience with Colorado's largest Catholic magazine

High Impact

The *Denver Catholic* is a high-quality publication produced six times per year and distributed to more than 80,000 homes throughout the Archdiocese of Denver and beyond. Our content is designed to both inform readers and impact their lives in profound ways.

Ad Details

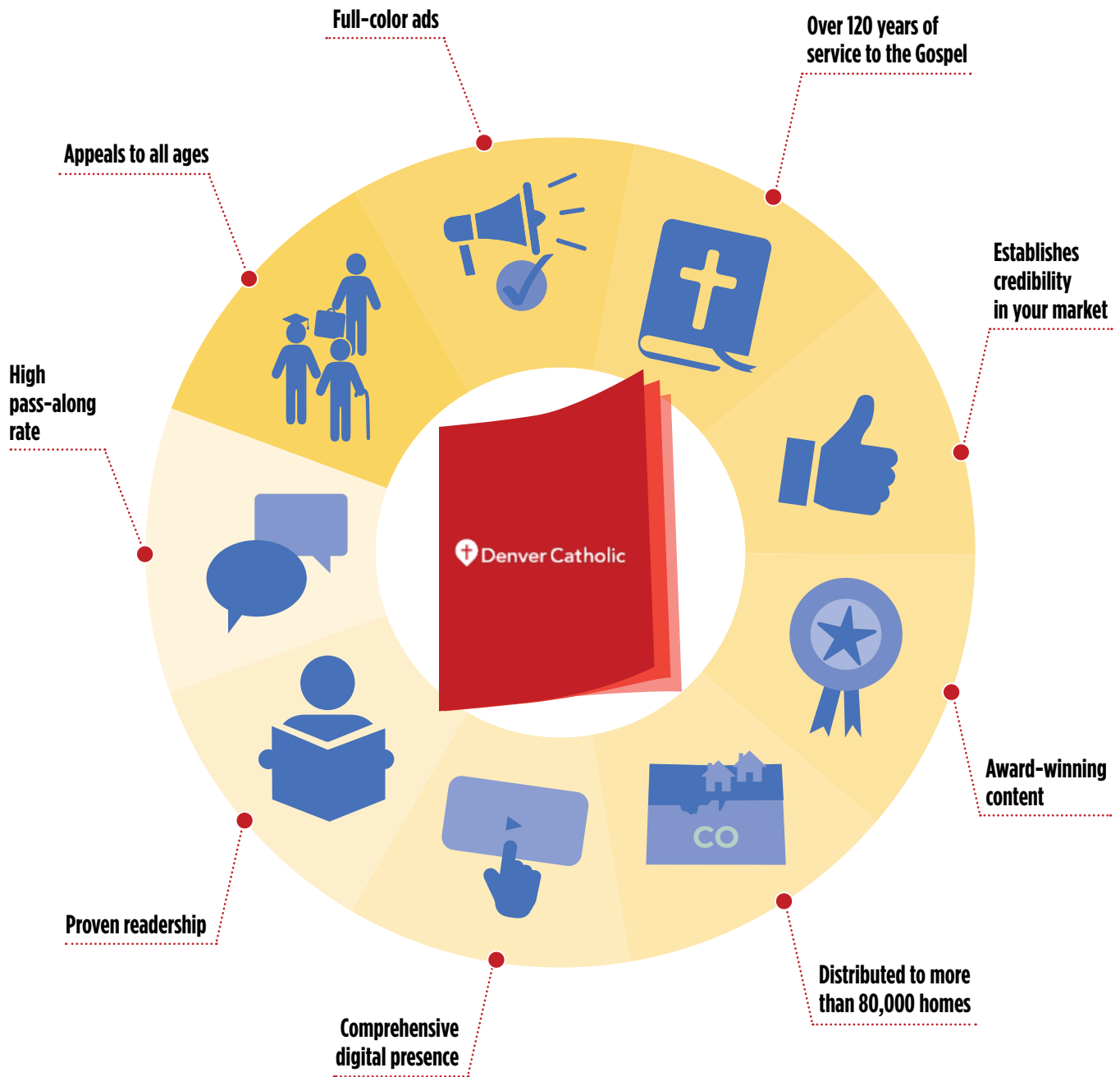
Cost is per insertion. All prices are for camera-ready material submitted to the *Denver Catholic* according to advertising guidelines. The *Denver Catholic* also offers design and production services for your convenience.



Passionate Readers

Two independent readership audits conducted in similar markets confirmed that the magazine format – which is designed to uplift and inspire through compelling, human-interest stories – is eagerly awaited and devotedly read by a wide range of adult age groups.

Denver Catholic





Denver Catholic

What do the readers say?

88% say the magazine helps them feel more connected to their Catholic faith



74% read every issue



65% spend more than 15 minutes with each issue



44% saved an article or issue



Comments from a range of everyday readers

“Every time I receive one, our family finds something relevant to living out our faith - a book to read, an event going on in somewhere in the diocese, or a new idea for living our faith at home. Thank you!”

“I read the magazine from cover to cover and found the articles to be interesting and informative. The photos were beautiful!”

“I read it all week long.”

“Fabulous stories and news.”

What do the advertisers say?

Advertisers are recurring

Advertisers see a return on their ads

Comments from a range of advertisers

““ The Denver Catholic is a fantastic platform to market your business. We’ve advertised monthly for years with them, and the results speak for themselves. Mike is wonderful to work with directly and is very quick and accommodating with all our advertising changes and needs. I would highly recommend the Denver Catholic without hesitation.”

Elizabeth Snyder,
Fidelis Catholic Credit Union

““ The Gardens at St. Elizabeth values our relationship with the Denver Catholic. Our ad placements always have successful returns and help spread the word about our services to the Catholic community. The Denver Catholic is by far our best advertising source.”

Melissa Santistevan,
Marketing Director,
The Gardens at St. Elizabeth

““ Advertising in the Denver Catholic keeps us connected to the heart of the people who care about our mission and want to be active participants in our Catholic community.”

Jean Finegan,
Emmaus Catholic Hospice



Denver Catholic

2024 PUBLISHING SCHEDULE

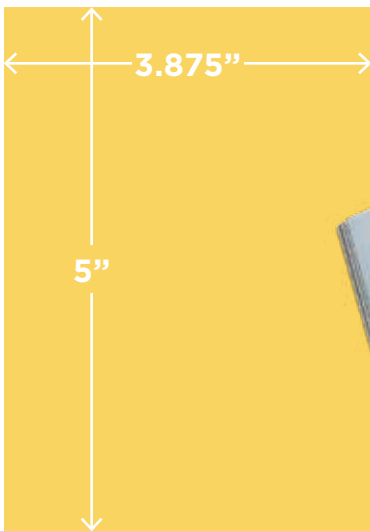
| Month | In Home | Advertising Reservation Deadline | Camera-Ready Ad Deadline |
|-----------------|--------------|----------------------------------|--------------------------|
| <i>February</i> | 2-Feb | 1/16/2024 | 1/19/2024 |
| <i>April</i> | 5-Apr | 3/18/2024 | 3/22/2024 |
| <i>June</i> | 7-Jun | 5/20/2024 | 5/24/2024 |
| <i>August</i> | 2-Aug | 7/15/2024 | 7/19/2024 |
| <i>October</i> | 4-Oct | 9/16/2024 | 9/20/2024 |
| <i>December</i> | 6-Dec | 11/18/2024 | 11/22/2024 |

PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED SIX TIMES A YEAR

1/4 PAGE

CATHOLIC SCHOOLS



FREQUENCY

| Price per Ad <i>Open Rate</i> | Price per Ad <i>3 ad minimum</i> | Price per Ad <i>6 ad minimum</i> |
|----------------------------------|-------------------------------------|-------------------------------------|
| \$1,040 | \$1,035 | \$870 |



1/4 page sample

PDF Format: Press Quality

Please provide the final PDF file **without** any printer's marks.

* Not the actual size (reduced to 60%)



Denver Catholic

PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED SIX TIMES A YEAR

1/2 PAGE | VERTICAL WITH BLEED



| FREQUENCY | | |
|----------------------------------|-------------------------------------|-------------------------------------|
| Price per Ad <i>Open Rate</i> | Price per Ad <i>3 ad minimum</i> | Price per Ad <i>6 ad minimum</i> |
| \$2,010 | \$1,925 | \$1,675 |



PDF Format: Press Quality
Please provide the final PDF file **without** any printer's marks.

1/2 page sample

* Not the actual size (reduced to 60%)



Denver Catholic

SPECS

1/2 PAGE | VERTICAL WITH BLEED



TRIMMING ZONE

We do not recommend having borders due to shifting in the cutting process, which may cause borders to appear uneven.

FINAL AD SIZE
4.125" x 10.75"

SAFE ZONE: 0.25"

All critical elements (text, images, logos, etc.) must be kept inside the blue box, so they are not cut off.

SAFE ZONE SIZE
3.625" x 10.25"

BLEED ZONE: 0.25"

Please allow 0.25" cutting tolerance all around. Make sure to extend the background images or colors all the way to the edge of the black outline.

AD SIZE WITH BLEED
4.625" x 11.25"

PDF Format: Press Quality

Please provide the final PDF file **without** any printer's marks.

* Not the actual size (reduced to 60%)

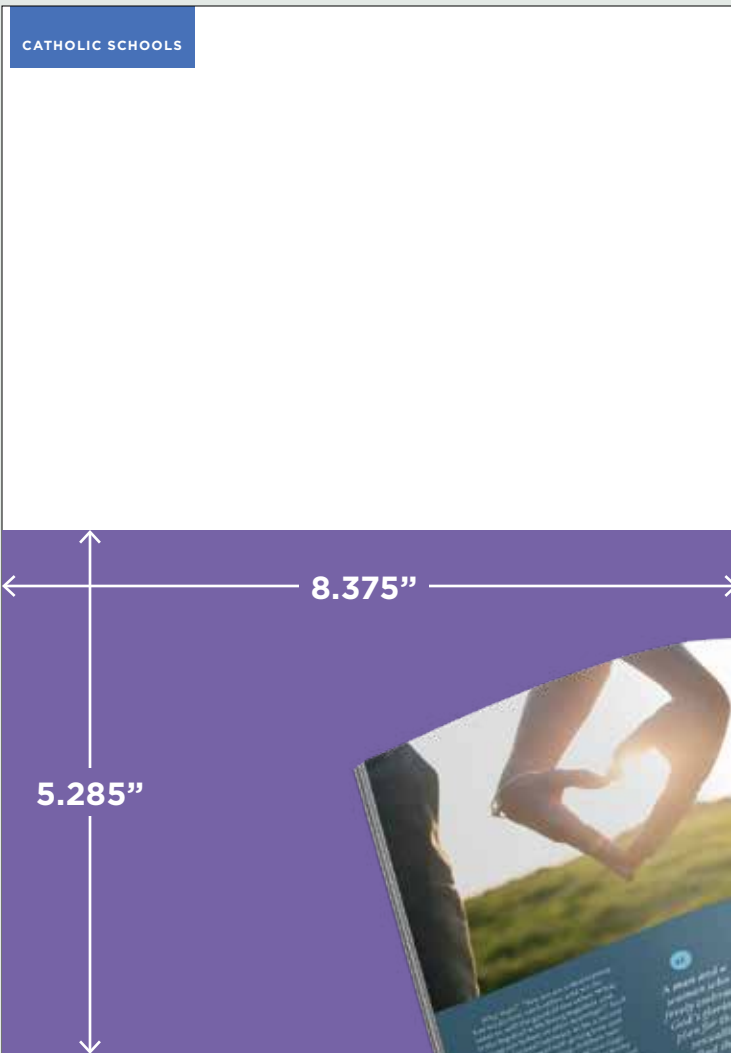


Denver Catholic

PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED SIX TIMES A YEAR

1/2 PAGE | HORIZONTAL WITH BLEED



| FREQUENCY | | |
|---|--|--|
| Price per Ad <i>Open Rate</i> | Price per Ad <i>3 ad minimum</i> | Price per Ad <i>6 ad minimum</i> |
| \$2,010 | \$1,925 | \$1,675 |



PDF Format: Press Quality
Please provide the final PDF file **without** any printer's marks.

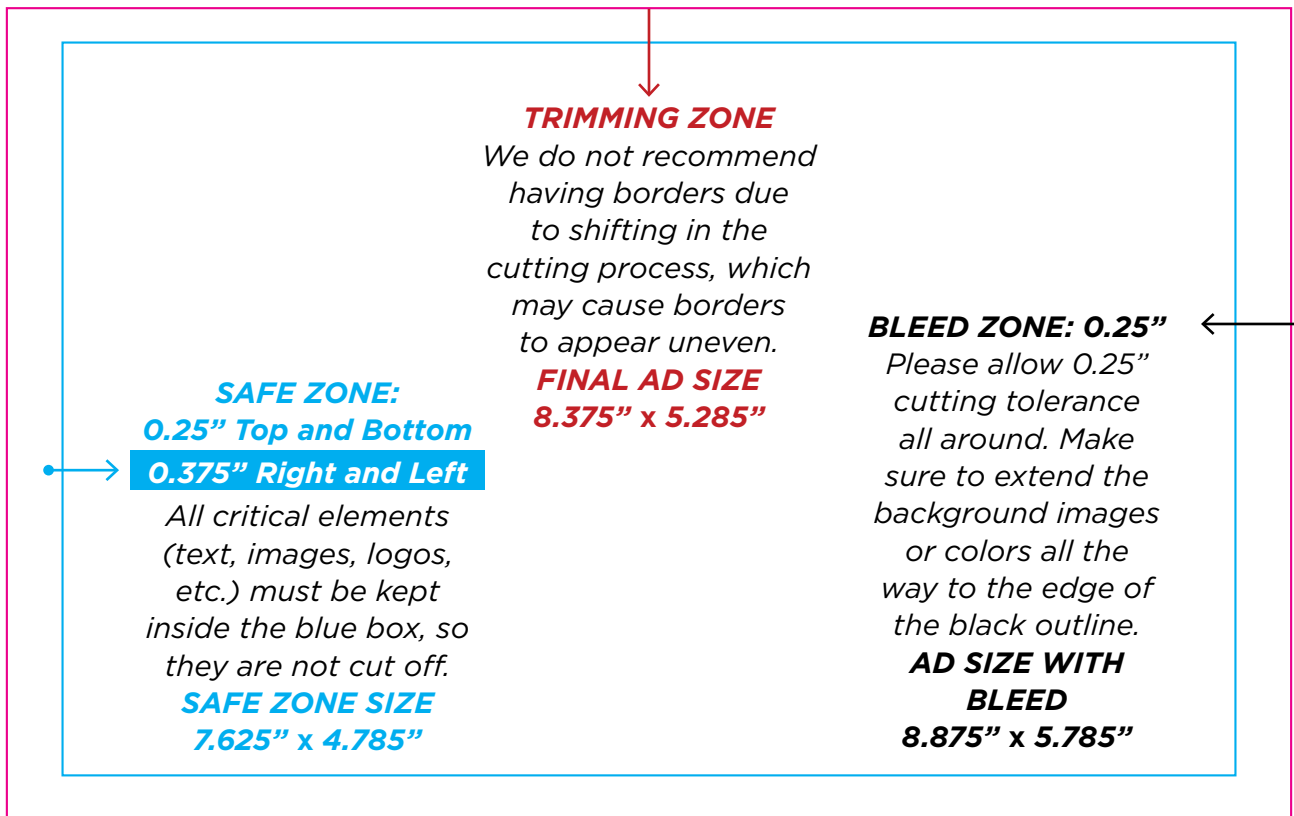
* Not the actual size (reduced to 60%)



Denver Catholic

SPECS

1/2 PAGE | HORIZONTAL WITH BLEED



PDF Format: Press Quality

Please provide the final PDF file **without** any printer's marks.

* Not the actual size (reduced to 80%)



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PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED SIX TIMES A YEAR

FULL PAGE | WITH BLEED



| FREQUENCY | | |
|---|--|--|
| Price per Ad <i>Open Rate</i> | Price per Ad <i>3 ad minimum</i> | Price per Ad <i>6 ad minimum</i> |
| \$4,000 | \$3,830 | \$3,330 |



Full page sample

PDF Format: Press Quality
Please provide the final PDF file **without** any printer's marks.

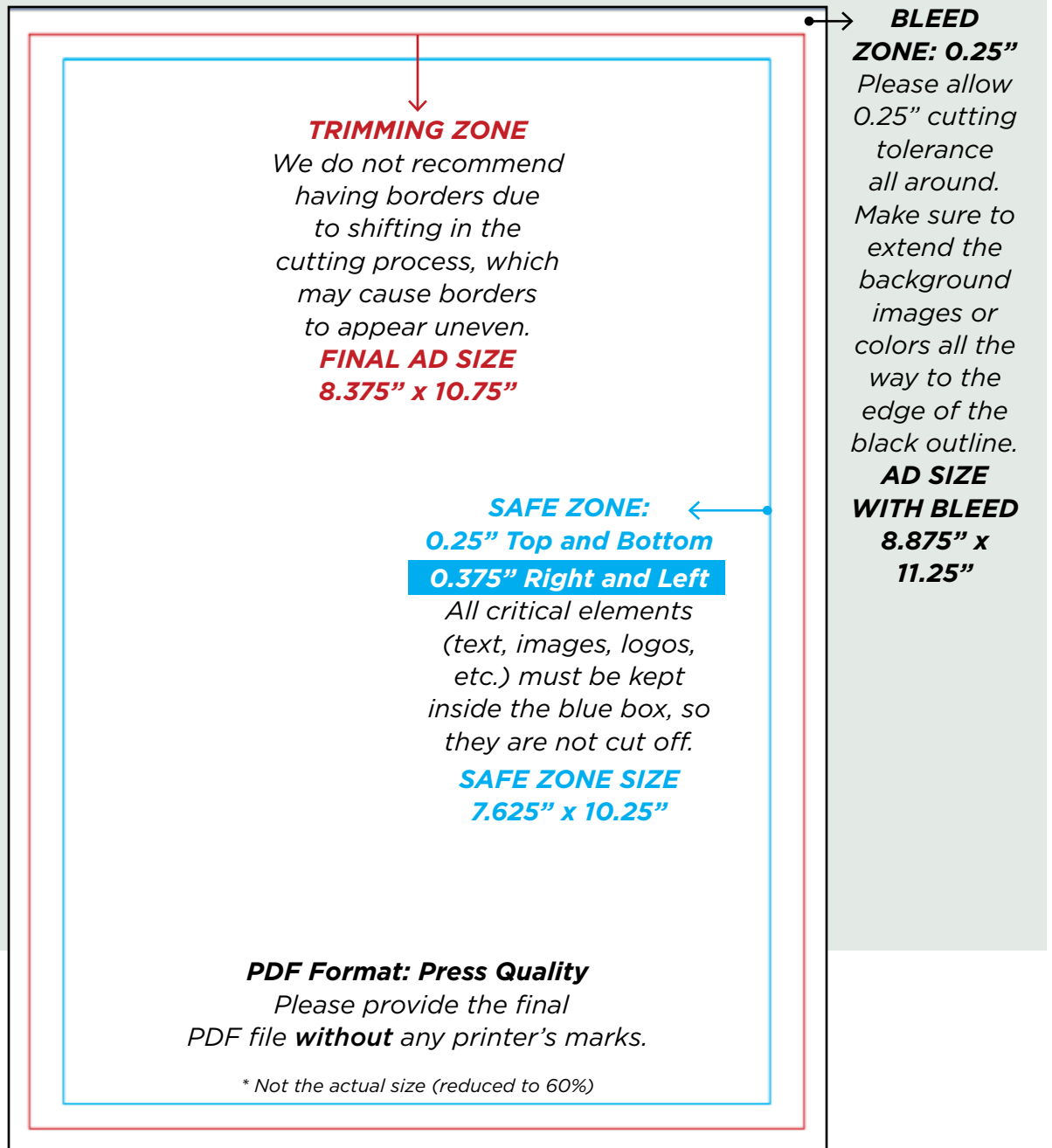
* Not the actual size (reduced to 60%)



Denver Catholic

SPECS

FULL PAGE | WITH BLEED



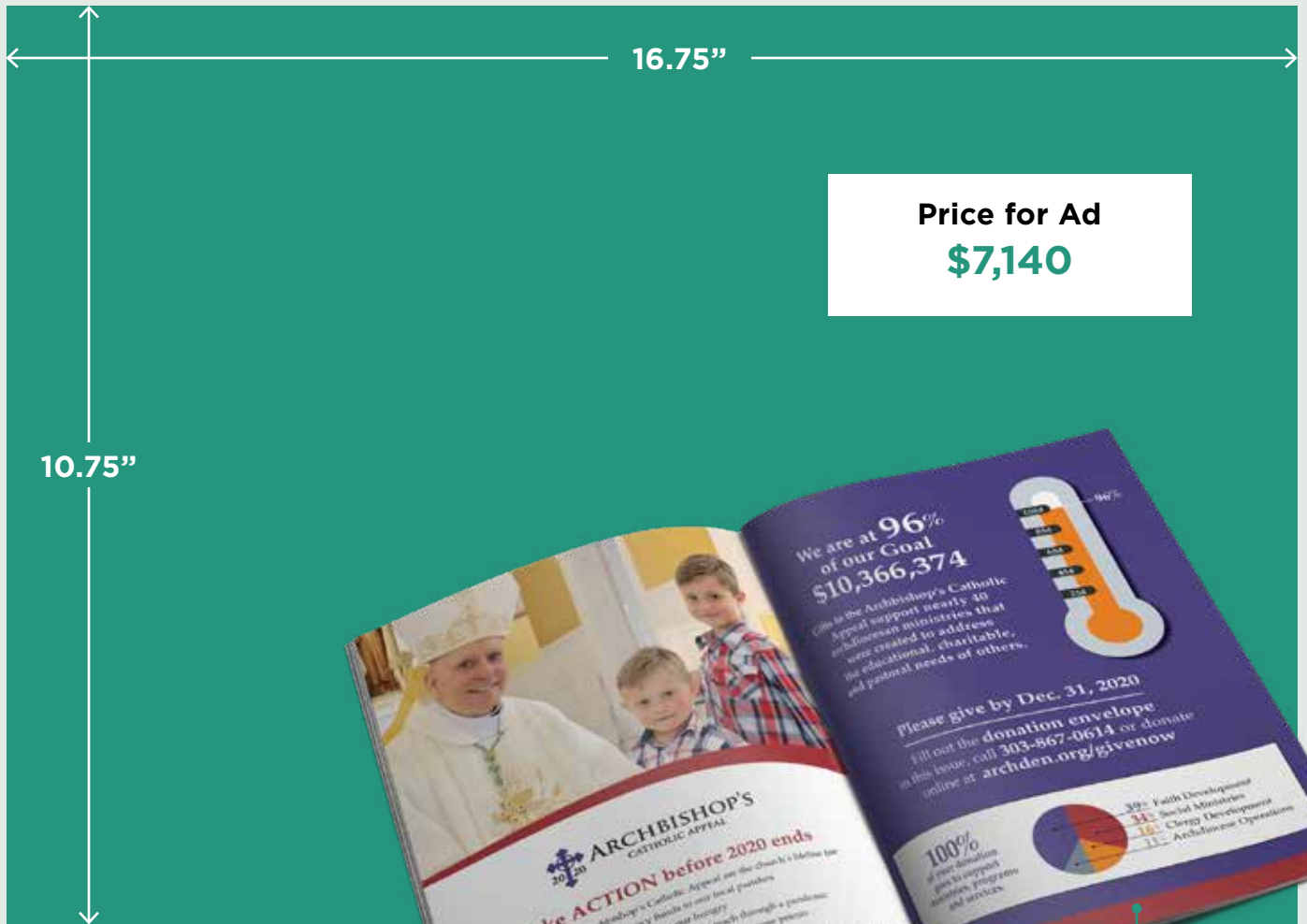


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PRINT AD SPECIFICATIONS

FULL COLOR | PUBLISHED SIX TIMES A YEAR

DOUBLE TRUCK | WITH BLEED



Price for Ad
\$7,140



Double Truck sample

PDF Format: Press Quality

Please provide the final PDF file **without** any printer's marks.

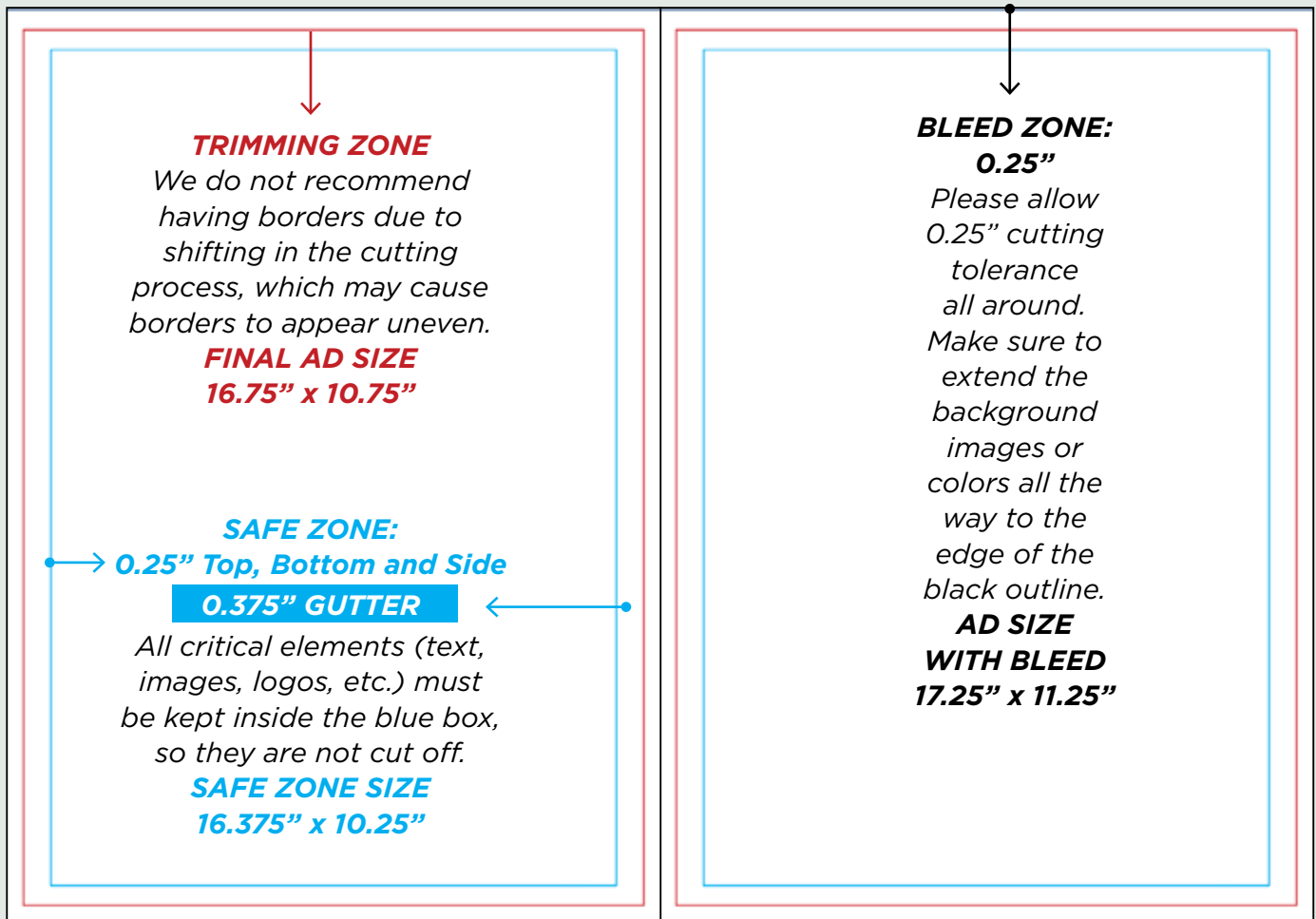
* Not the actual size (reduced to 60%)



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SPECS

DOUBLE TRUCK



PDF Format: Press Quality

Please provide the final PDF file **without** any printer's marks.

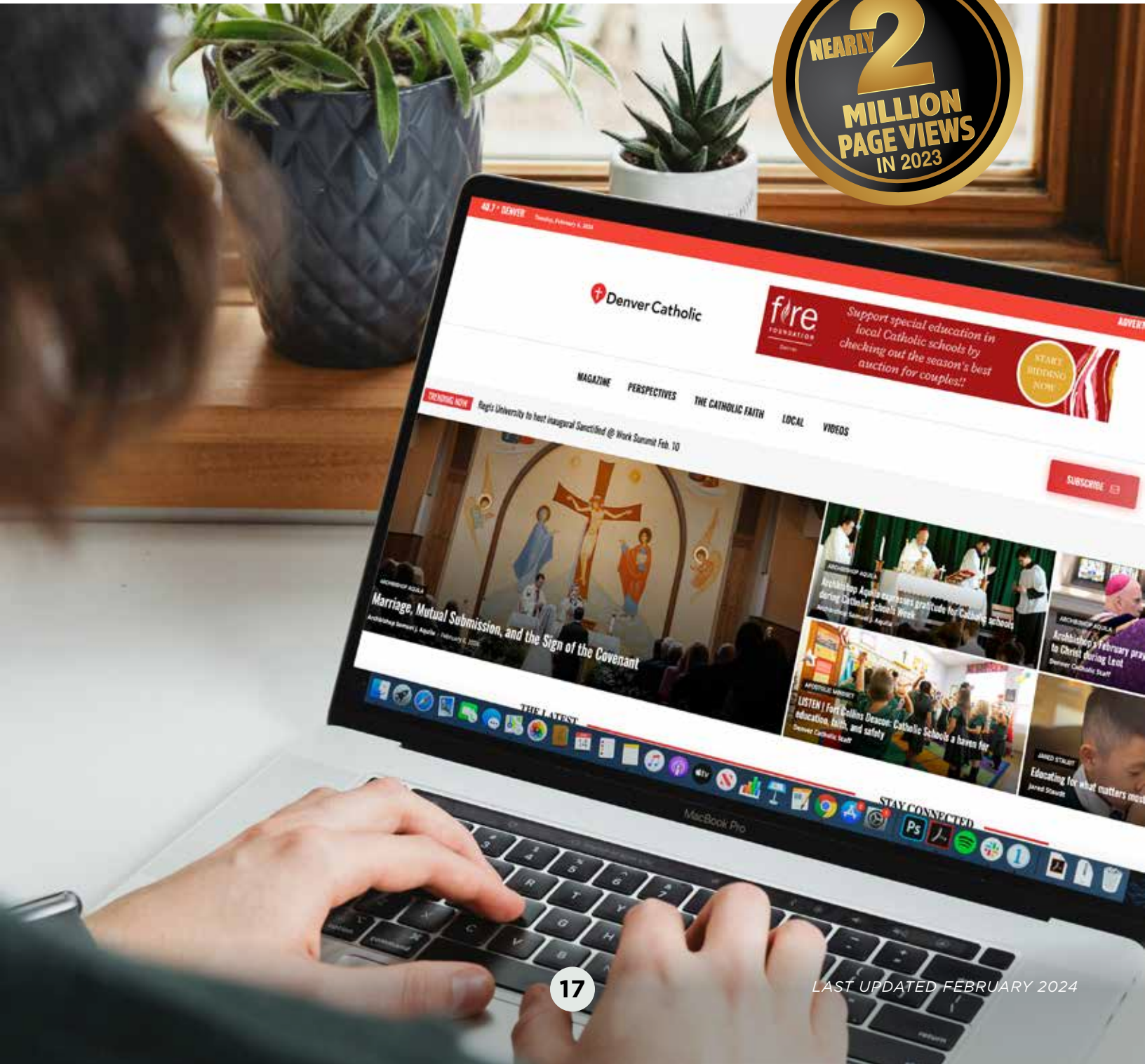
* Not the actual size



Denver Catholic

Go digital

Reach a large audience of passionate, daily readers with an affordable price tag with our new digital advertising experience.





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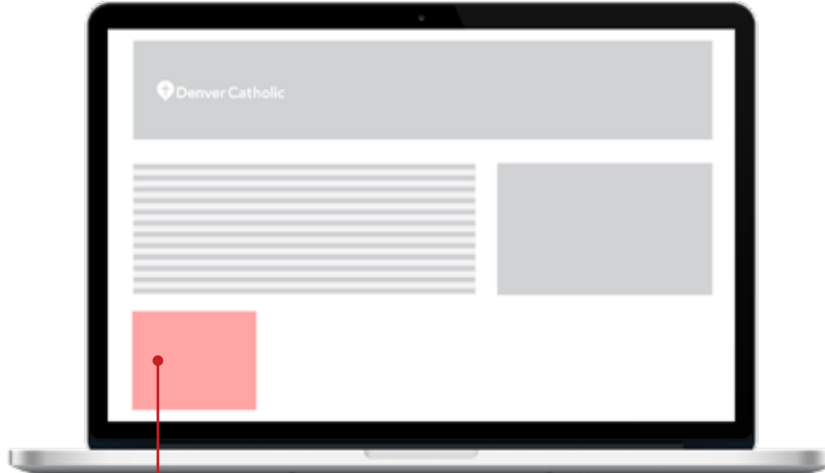
DIGITAL AD SPECIFICATIONS

FLOATING FOOTER

File Size
300x250 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$850



**Floating Footer
sample**

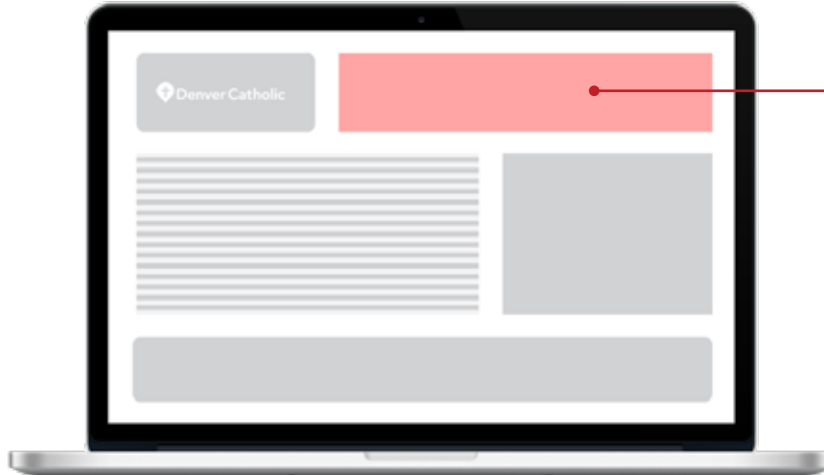
DIGITAL AD SPECIFICATIONS

LETTERHEAD

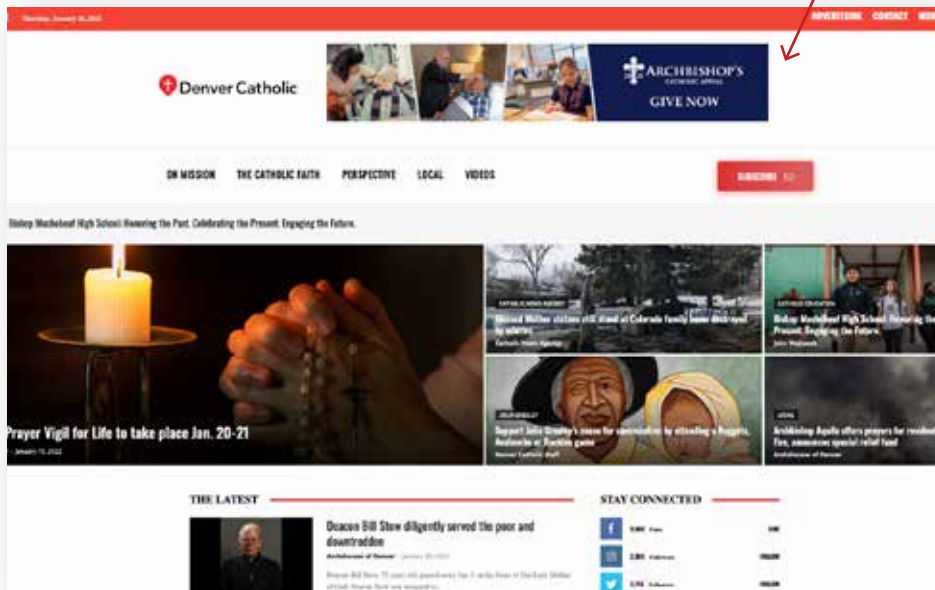
File Size
800x140 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$575



Letterhead sample



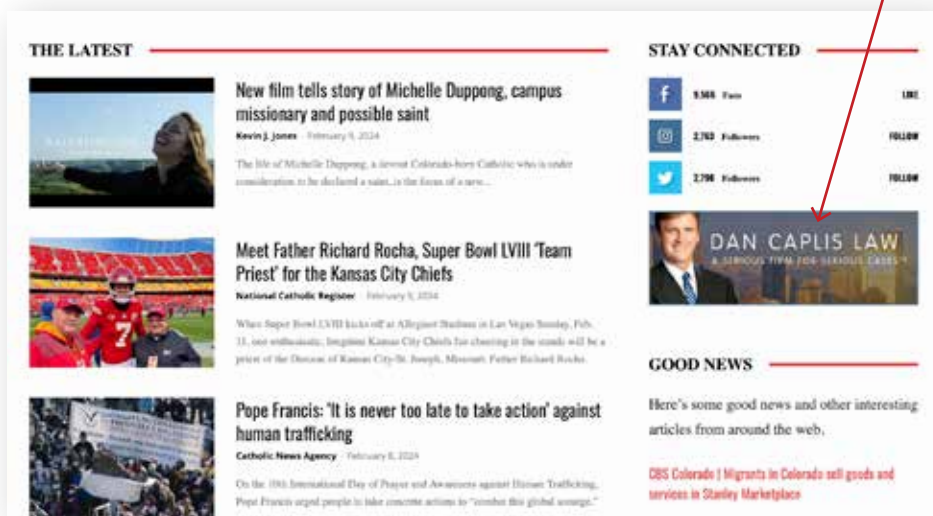
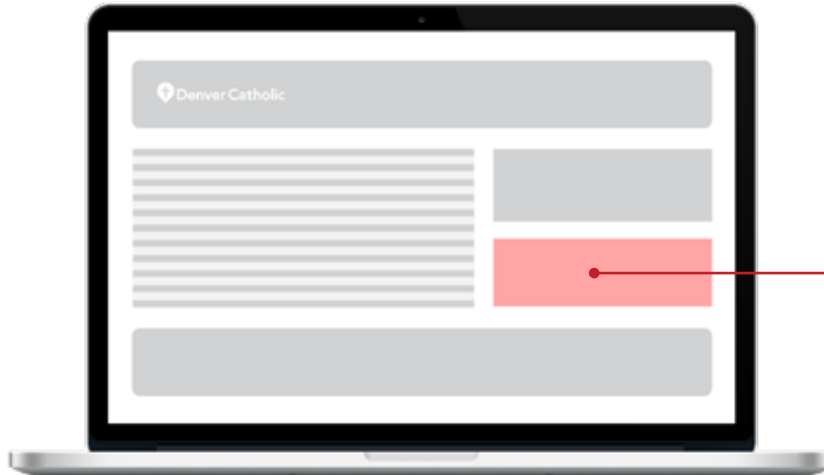
DIGITAL AD SPECIFICATIONS

HALF BANNER

File Size
350x123 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$300



**Half
Banner
sample**



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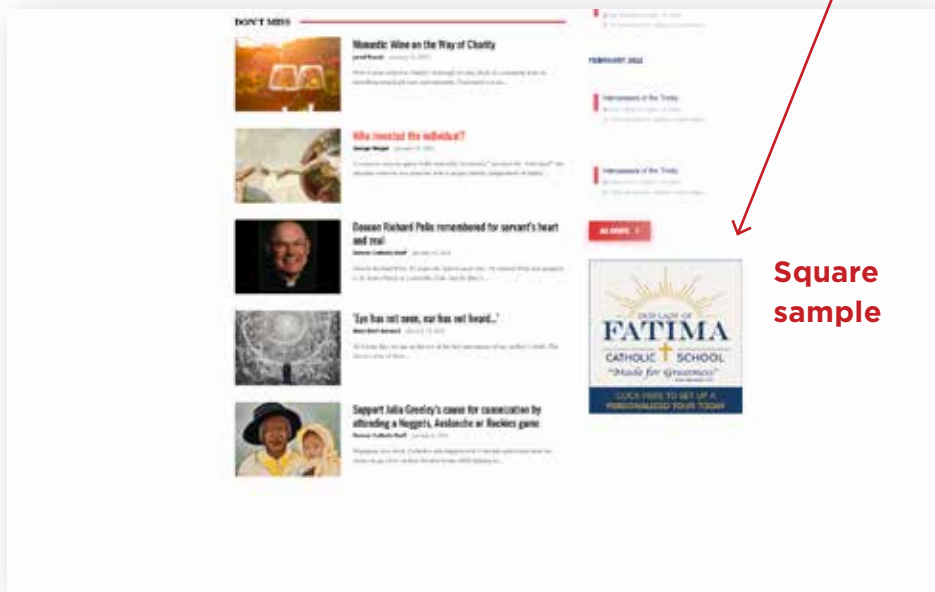
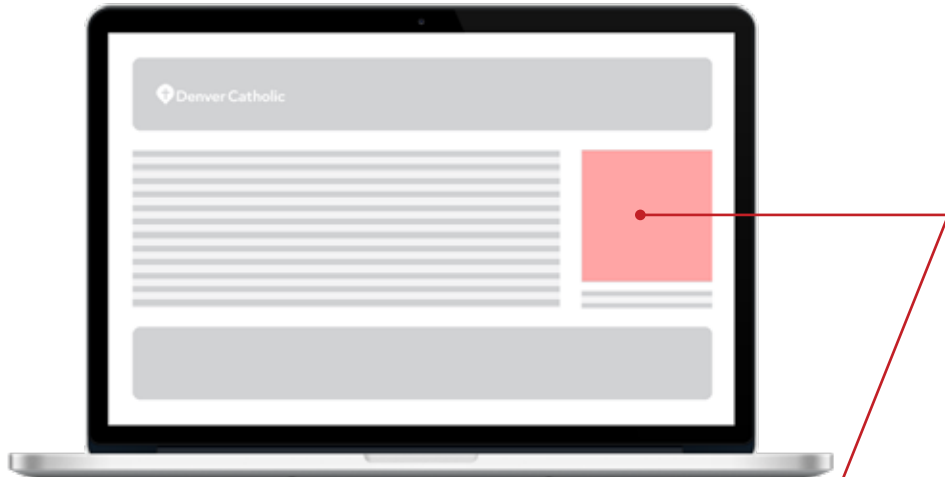
DIGITAL AD SPECIFICATIONS

SQUARE

File Size
350x350 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$400



Square sample

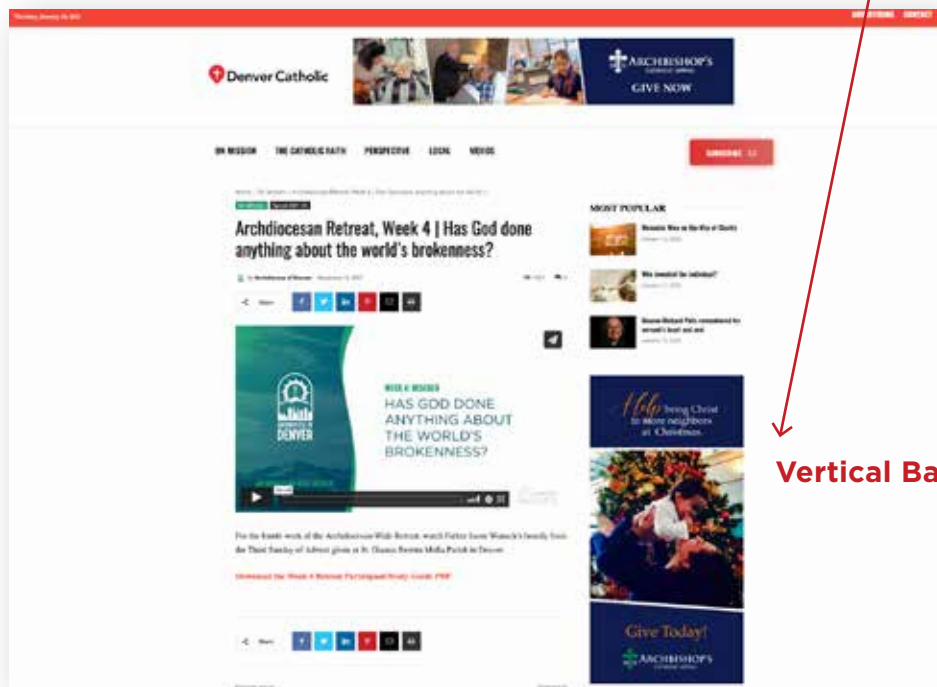
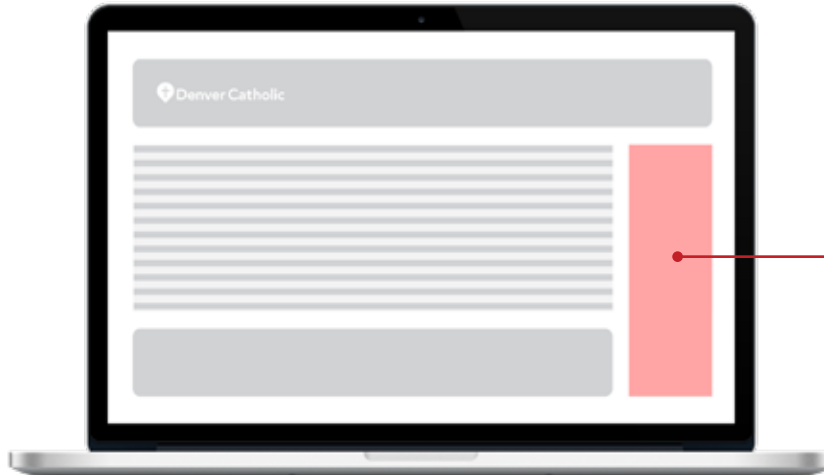
DIGITAL AD SPECIFICATIONS

VERTICAL BANNER

File Size
350x700 px

File Format
PNG or JPG
72 dpi

Price for Ad
per Month
\$650



Vertical Banner sample

Denver Catholic

CLASSIFIED AND SERVICE DIRECTORY ADVERTISING

For information please contact 303-715-3230

CLASSIFIED/ SERVICE DIRECTORY RATES

Line Ads are \$8.00 per line with a 5-line minimum.

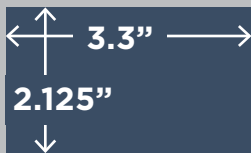
(There are approximately 38 characters per line).

Logo or photo can be added for an additional charge.

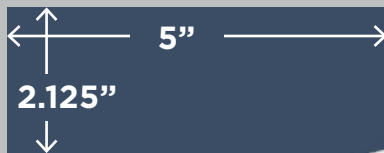
PRAYERS

Line Ads are \$8.00 per line with a 3-line minimum.

Classified
Display box
ad - MEDIUM
\$140



Classified Display
box ad - LARGE
\$180



Obituaries,
memorials
& prayers

Classified /
Service Directory



Denver Catholic

THANK YOU

Michael O'Neill

Advertising Manager
Denver Catholic & El Pueblo Católico

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michael.oneill@archden.org

1300 S. Steele St.
Denver, CO 80210

denvercatholic.org
elpueblocatolico.org

Billing and Credit terms

Net 30 days. We accept credit card payments through VISA, MasterCard, or Discover, and payment by check.

**We offer ad creation free of charge, including 2 revisions.
Any changes after the second revise will be charged
at the rate of \$25 per subsequent revision.**