



THE TEXAS CATHOLIC

Media Kit 2024

texascatholic.com

Print Advertisement

FULL PAGE
10.5" x 14"
(5 cols. x 14")

1/2 PAGE HORIZ.
10.5" x 7"
(5 cols. x 7")

1/2 PAGE VERT.
6.125" x 14"
(3 cols. x 14")

1/4 PAGE VERT.
6.125" x 7"
(3 cols. x 7")

PAGE SIZE	DIMENSIONS	B/W SINGLE INSETION	COLOR SINGLE INSETION
Full Page	10.5" X 14"	\$1925.00	\$2175.00
Half Page	10.5" X 7"	\$1072.50	\$1322.50
Quarter Page	6.125" X 7"	\$577.50	\$827.50

Open Retail Rate: \$27.50 per column inch (5-column tabloid)
Pre-print Inserts: \$70 per thousand for single sheet. Higher rate for heavier inserts.

Specifications

All ads must be camera ready PDF • 100 lines screen • 300 resolution minimum

Black and White format preferred. Advertiser is responsible for ads in color. Color must be CMYK. Ads Created in Word Document/Power Point are not acceptable.

Process Color

1 spot color	\$125.00
2 spot color	\$175.00
Full Color	\$250.00

Classified Advertising Rates

\$6 per line, prepaid - \$18 minimum (3 lines)

A line is usually 40-45 characters or 5 to 6 words. depending on word length.

Advertise with us

To place your ad in *The Texas Catholic* or to inquire about advertising bundle opportunities with our Spanish-language magazine or online platforms, contact Martha Uscanga at 214-379-2891 or muscanga@cathdal.org.

Digital Advertisement

Website

The Texas Catholic and Revista Católica Dallas, the official publications of the Catholic Diocese of Dallas, offer amazing opportunities for advertisers to engage with our faithful audience digitally on our new website and other platforms.

FRONT PAGE BANNER

970 x 90 px

SMALLER LEADERBOARD BANNER

468 x 60 px

SQUARE AD

350 x 350 px

Front Page Banner

Monthly Rate: \$425

12 month contract: \$375/month

Smaller Leaderboard Banner

Monthly Rate: \$325

12 month contract: \$275/month

Square Ad

Monthly Rate: \$225

12 month contract: \$175/month

Podcast

The Texas Catholic and Revista Católica Dallas offer a series of podcasts aimed at helping our audience better embrace their apostolic mission and embrace their faith journeys.

Pre-Roll Ad - \$25 per episode

(Average 15 to 20 seconds)

Mid-Roll Ad - \$45 per episode

(Average 30 to 60 seconds)

End Roll Ad - \$15 per episode

(Average 15 to 20 seconds)



Calendar Publication Dates

2024 Editions

July	August	September
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
October	November	December
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Deadlines

Display & Classified

Space: 5 p.m.
10 DAYS prior to publication

Ad: 5 p.m. 7
DAYS prior to publication

Billing
One-time or first-time advertisers must prepay.

Special Editions

Back to School Edition
August 18, 2024

Special Edition Magazine
December 13, 2024 (No Newspaper)

Catholic Schools Week
January 24, 2025

Graduation
June 20, 2025

2025 Editions

January	February	March
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
April	May	June
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Terms & Conditions

The Texas Catholic & Revista Catolica Dallas reserve the right to reject any and all advertising which The Texas Catholic & Revista Catolica Dallas feel is not in keeping with the publication's standards, policies and principles. The Texas Catholic & Revista Catolica Dallas reserve the rights to add the word "Paid Advertisement" at the top and/or bottom of, or anywhere within any publication page that in the publisher's sole judgment, too closely resembles editorial pages of the publication. The Texas Catholic & Revista Catolica Dallas will not be bound by terms or conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of The Texas Catholic & Revista Catolica Dallas' rate cards. The Texas Catholic & Revista Catolica Dallas are not responsible for the accuracy of any corrections or changes made to any advertiser's materials. Advertisers billed at special discount rates for frequency, but who fail to fulfill the contract, will be billed at sole discretion for the difference to reflect the rate that is actually earned from the date of the first insertion. Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards whether in print or online.

Revista Catolica Dallas Advertisement

A monthly Spanish-language magazine covering the bilingual and Spanish-speaking Catholic population across the Diocese of Dallas. We publish community- and family-oriented articles that help U.S. Hispanics live more connected to their Catholic faith.

Rates & Requirements

Page Sizes	Dimensions	Rate
Outside Back Cover	7" x 9"	\$1,000
Inside Front Cover	7" x 9"	\$800
Inside Back Cover	7" x 9"	\$800
Full Page	7" x 9"	\$700
Half Page	7" x 4.5"	\$400
Quarter Page	3.5" x 4.5"	\$250

Process Color

1-SPOT color	\$100.00
FULL color	\$175.00
FREE Color	Annual Contract

Issue	Print Day
February	Jan. 29
March	Feb. 26
April	Apr. 1 (Issue will print after Holy Week)
May	Apr. 29
Summer	Jun. 3
August	Jul. 29
September	Aug. 26
October	Sep. 23
November	Nov. 4 (Issue will print after All Souls Day)
December	Nov. 25
January 2025	Dec. 20

Deadlines

- All ads must be camera ready PDF
- 100 lines screen
- 300 resolution minimum

Space: 5 p.m.
10 DAYS prior to publication

Ad: Due by the 15th of the prior month's edition.

Special Editions

Back to School Edition
August, 2024

Hispanic Heritage
September and October, 2024

Our Lady of Guadalupe
December, 2024

Catholic School Week
January, 2025

Ready to Advertise with us?

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