

The Catholic Free Press

The CatholicFree Press
is a publication of the
Communications Ministry,
Diocese of Worcester

catholicfreepress.org

SPECIAL ADVERTISING OPPORTUNITIES 2024

JAN. 19 SCHOOLS OPEN HOUSE
FEB. 16 CATHOLIC COLLEGE WEEK
MAR. 22 JUBILARIANS
MAR. 29 EASTER GREETINGS
APR. 19 CAREER/VOCATIONS
MAY 10 BISHOP McMANUS 20th ANNIVERSARY

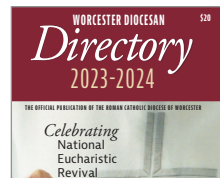
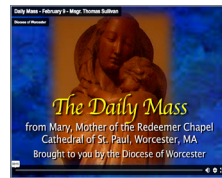
MAY 17 TRAVEL & RETREATS
MAY 31 GRADUATIONS
JUNE 7 GRADUATIONS
AUG. 16 DIRECTORY
AUG. 23 BACK TO SCHOOL
SEPT. 6 TRAVEL & RETREATS
SEPT. 20 FALL FESTIVALS

OCT. 25 BEREAVEMENT
NOV. 8 RELIGIOUS EDUCATION
NOV. 22 THANKSGIVING GREETINGS
NOV. 29 CHRISTMAS GIFT GUIDE
DEC. 6 CHRISTMAS GIFT GUIDE
DEC. 20 CHRISTMAS GREETINGS
DEC. 27 NEW YEAR'S GREETINGS

Ask your account rep about: Regular monthly/weekly special advertising sections including: Business Directory - Funeral Directors - TV Programming - Youth Page. Don't forget to ask about Catholic Schools Week Jan. 28- Feb. 3, 2024.

Pre-printed inserts: Include your pre-printed insert/envelope in our weekly newspaper circulation. We will need your printed material one week in advance of distribution. See back page for details and pricing.

ADVERTISING OPPORTUNITIES



Your best direct connection to a highly targeted user base of dedicated Catholics, parishes, parishoners, educators, agencies and ministries and more.



ONLINE catholicfreepress.org

Web Ads

250 pixels wide – \$30 per/month.
 Special offer: \$300 per/year when paid in full.
 All we need is your logo and web address to link to your website.

Web Banner ads

910 pixels wide x 324 pixels deep.
 \$200 per/month. Your ad is linked directly to your website.

Flocknote

Weekly email sent to subscribers. Ask your rep for more information about this advertising opportunity.

follow us



facebook.com/CatholicFreePressnews
 instagram.com/thecatholicfreepress
 (formerly Twitter) twitter.com/CatholicPress



eEDITION digital.catholicfreepress.org

Your newspaper ad is linked to your website in the eEdition for no extra charge.



CABLE TV/STREAMING TV Ministry

Call for pricing and specs for "billboard" ads on Sunday Mass, Daily Mass and Diocesan Specials.



ANNUAL DIOCESAN DIRECTORY directory.catholicfreepress.org

Print and online – no additional charge
 Bundle print and online ads for special rates.

Full Page

6" x 8.75" \$ 970

Half Page

6" x 4.3" or 2.9" x 8.75" \$ 520

Quarter Page

2.9" x 4.3" \$ 300

\$150 charge for color.

Ask about cover advertising opportunities.

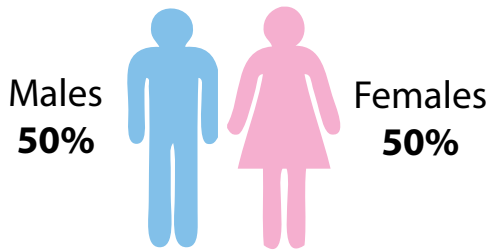
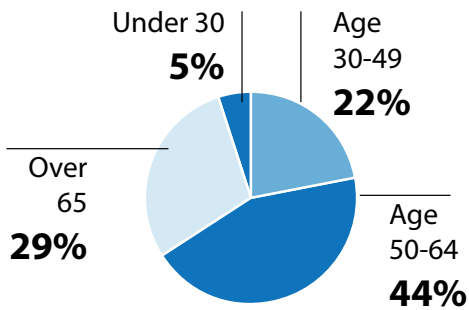
POPULATION

Total Population
in Worcester County
(Diocese)



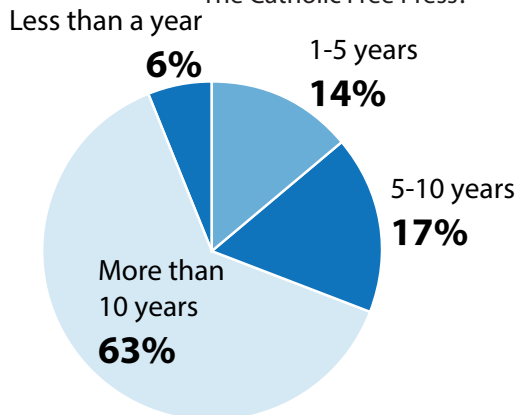
Total Catholic Population

CATHOLIC FREE PRESS READERS



LOYALTY

How long have you been reading
The Catholic Free Press?



From which sources do you get
news about the Catholic Church?

The Catholic Free Press	20%
www.catholicfreepress.org	8%
Parish bulletin	16%
Internet	11%
Catholic magazines	11%

INVOLVEMENT IN DIOCESE

Registered in Parish

82%

Financially support the annual Partners in
Charity Appeal of the Worcester Diocese?

74.6%

EDUCATION



High school grad or higher

89%

Bachelor's degree or higher

33.8%

Students Attending Catholic Schools

Elementary Secondary

3,142 2,030 Total 5,172

Attending Parish Religious Education

Elementary Secondary

6,486 2,475 Total 8,961

ECONOMICS

Homeowners

66.4%

Retired

29%

Employed

70%

Median Household Income
countywide

\$65,968

The Catholic Free Press Readers

27%

\$25,000 - 59,999

25%

\$59,999 - 150,000

10%

more than \$150,000

MECHANICAL MEASUREMENTS — (R.O.P.)

Type page or form size 10.5" wide by 21" deep.
Six advertising columns to page. Printed offset.

1 col. — 1.61" wide	4 col. — 6.94" wide
2 col. — 3.38" wide	5 col. — 8.72" wide
3 col. — 5.16" wide	6 col. — 10.5" wide

BANNER ADS

6 columns wide (10.5" wide) x 1.5 inches deep — **\$400** includes color

DEPTH MINIMUMS

1 col. wide — 3/4" deep	3 col. wide — 3" deep
2 col. wide — 1" deep	4, 5, 6 col. wide — 5" deep

Advertisements exceeding 20" in depth are charged full column depth.

Local Rate:	\$18 per inch (non-commissionable)
Local Frequency Rate:	\$16.30 per inch 13-week; 26-week and 52-week rates available
Volume Rates:	<i>Ask your ad rep how you can increase the size of your ad at a reduced per-inch rate</i>
National Rate:	
Open:	\$21.30 per inch
Agency Commission:	\$15% on National Rate
Political Advertising:	Not Accepted
Pre-Printed Inserts:	\$57 per M (non-commissionable)
Color:	\$150
Closing Time:	Monday 5 p.m.

CONTACTS

For information, or copy and layout assistance in utilizing the advertising effectiveness of The Catholic Free Press contact:

Robert C. Ballantine: Telephone 508-929-4351

Jack Foley: Telephone 508-929-4301

Fax: 508-756-8315

Email: advertising@catholicfreepress.org

We will design your ad at no additional cost

The Catholic Free Press

49 Elm Street • Worcester, MA 01609
catholicfreepress.org