'You shall know the truth and the truth shall make you free.' - John 8:32

## The Catholic Free Press

## 2024 ADVERTISING MEDIA KIT

## We've got you covered

Established: 1951

**Frequency:** Published in print every Friday

Circulation: 9,500

Readership: 28,500

**Online:** Updated as news arises

**eEdition:** Read The Catholic Free Press online, with live links to advertisers. digital.catholicfreepress.org

**Website:** Digital advertising opportunities on catholicfreepress.org

## **Special Sections:**

Advertise or promote your business/events

- Catholic Schools
- Jubilarians
- Graduations
- Retreats
- Adoration
- Special Events
- Holidays

### Follow us

facebook.com/CatholicFreePressnews



(formerly Twitter) twitter.com/CatholicPress

## **Weekly Newsletter:**

 Flocknote newsletter sent via email every Friday (ask your rep about advertising opportinities)

## **OUR MISSION.**

Our primary mission is to inform Catholics in the Diocese of Worcester about what is happening in the Church at the parish, diocesan, state, national and international levels.

## **OUR VOICE.**

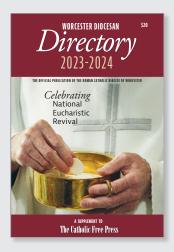
Part of that primary mission means that we serve as an arm of the Bishop's teaching ministry. In concert with this mission, we educate, enlighten, evangelize and contribute to a strengthened sense of Catholic community in the diocese.

## **OUR DIOCESE.**

Finally, through columns and editorials, we attempt to define and clarify important issues facing Catholics and, indeed, all human beings. In so doing, we provide a counterbalance to a largely secularized and spiritually alienated media.







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

catholicfreepress.org

## SPECIAL ADVERTISING OPPORTUNITIES 2024

| JAN. 19 | SCHOOLS OPEN HOUSE    | MAY 17   | TRAVEL & RETREATS | OCT. 25        | BEREAVEMENT            |
|---------|-----------------------|----------|-------------------|----------------|------------------------|
| FEB. 16 | CATHOLIC COLLEGE WEEK | MAY 31   | GRADUATIONS       | NOV. 8         | RELIGIOUS EDUCATION    |
| MAR. 22 | JUBILARIANS           | JUNE 7   | GRADUATIONS       | NOV. 22        | THANKSGIVING GREETINGS |
| MAR. 29 | EASTER GREETINGS      | AUG. 16  | DIRECTORY         | NOV. 29        | CHRISTMAS GIFT GUIDE   |
| APR. 19 | CAREER/VOCATIONS      | AUG. 23  | BACK TO SCHOOL    | DEC. 6         | CHRISTMAS GIFT GUIDE   |
| MAY 10  | BISHOP McMANUS 20th   | SEPT. 6  | TRAVEL & RETREATS | <b>DEC. 20</b> | CHRISTMAS GREETINGS    |
|         | ANNIVERSARY           | SEPT. 20 | FALL FESTIVALS    | <b>DEC. 27</b> | 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/enevope 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 opportuniy.

## follow us





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



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

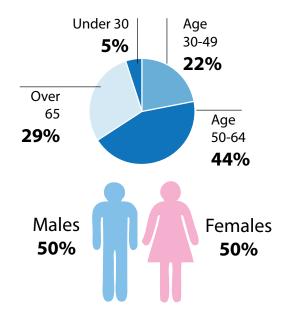
| 6" x 8.75"                | \$ 970 |
|---------------------------|--------|
| Half Page                 |        |
| 6" x 4.3" or 2.9" x 8.75" | \$ 520 |
| Quarter Page              |        |
| 2.9" x 4.3"               | \$ 300 |

\$150 charge for color.

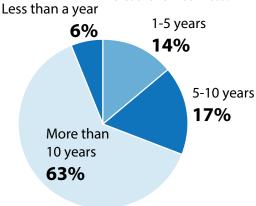
Ask about cover advertising opportunities.

# POPULATION Total Population in Worcester County (Diocese) 266,700 862,111 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% |

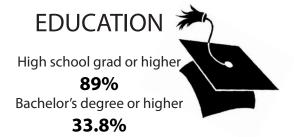
## INVOLVEMENT IN DIOCESE

Registered in Parish

**82%** 

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

74.6%



## **Students Attending Catholic Schools**

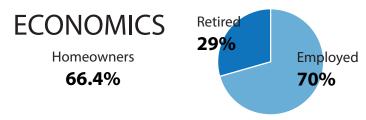
Secondary

3,142
2,030
Total
5,172

## **Attending Parish Religious Education**

Elementary Secondary

6,486 2,475 Total 8,961



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 2 col. — 3.38" wide 3 col. — 5.16" wide 4 col. — 6.94" wide 5 col. — 8.72" 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:** Ask your ad rep how you can increase the

size of your ad at a reduced per-inch rate

**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