

# Reach Catholics throughout South Carolina with The Catholic Miscellany

The **Catholic Miscellany** is the official newspaper of the Roman Catholic Diocese of Charleston, which comprises the entire state of South Carolina.

**CIRCULATION: 28,000+**



Delivered directly to over 28,000+ homes every other Thursday

Coverage of 117 parishes and missions across the state of South Carolina

Subscriber profile: middle class, college-educated, active in their parish

Estimated readership: 64,400+

## CONTACT

**Kelly Hargett**

Advertising Coordinator  
khargett@catholic-doc.org  
Direct: 843.261.0516

Main: 843.261.0522  
Fax: 843.804.9462  
901 Orange Grove Road  
Charleston, SC 29407

[www.themiscellany.org](http://www.themiscellany.org)

## REGULAR FEATURES

- + Official news from the Diocese of Charleston
- + Local, state, national and international news and feature stories
- + Calendar of events for parishes and organizations
- + Commentary

## AWARD-WINNING CONTENT

- + Consistent winner of Catholic Press Association and South Carolina Press Association awards year after year

## POLICIES

- + Advertising must be in compliance with Catholic teaching and is subject to approval
- + We do not accept political campaign, alcoholic beverage, tobacco, raffle, gambling or bingo ads
- + Pre-payment is required from first-time advertisers

# Build **credibility** and **trust** with **print ads**

The editorial environment of a newspaper typically adds credibility and legitimacy to the brand being advertised.

Source: Scarborough Research

## Print advertising

We offer ads in the following sizes only.

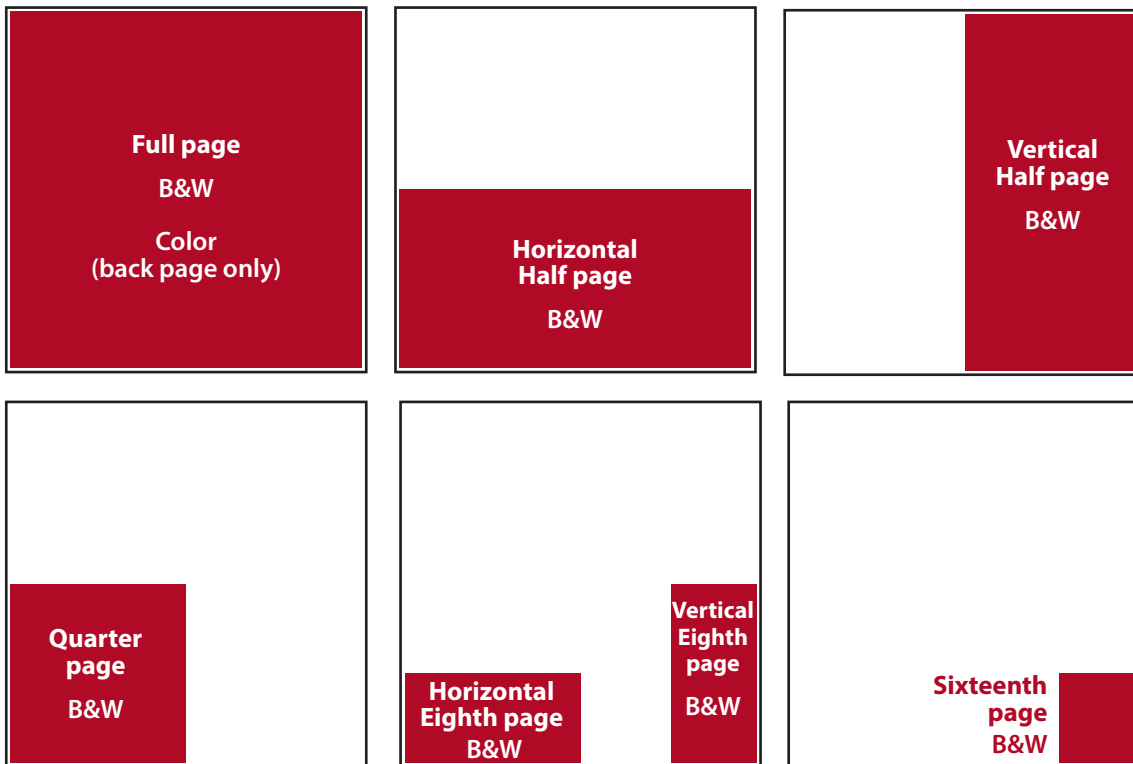
Please contact Kelly Hargett at [khargett@catholic-doc.org](mailto:khargett@catholic-doc.org) for pricing information.

### PRINT AD SIZES

Ad Size	Column Inches	Actual File Dimensions
Inserts	5.25" x 11" max. folded size - see Insert section for details and prices	
Center spread (color)	8 columns wide x 10"	21" W x 10.125" H
Two-page spread B&W	8 columns wide x 10"	2 files at 10" W x 10.125" H
Full back page (color)	4 columns wide x 10"	10" W x 10.125" H
Full page B&W	4 columns wide x 10"	10" W x 10.125" H
Horizontal Half page	4 columns wide x 5"	10" W x 4.979" H
Vertical Half page	2 columns wide x 10"	4.917" W x 10.125" H
Quarter page	2 columns wide x 5"	4.917" W x 4.979" H
Horizontal Eighth page	2 columns wide x 2.5"	4.917" W x 2.406" H
Vertical Eighth page	1 columns wide x 5"	2.375" W x 4.979" H
Sixteenth page	1 column wide x 2.5"	2.375" W x 2.406" H

### COLOR CHARGES

Back page or center spread full page ads include an additional charge for color.



### PRE-PRINTED INSERTS

- + Cost is \$0.055 each (increments of 1,000 inserts) based on current subscription numbers
- + Insert dimensions must not exceed 11" x 5.25" and must be pre-folded when necessary
- + Inserts must be received by our printer two weeks prior to issue publishing date, shipped to:  
The Catholic Miscellany  
c/o Florida Sun Printing  
54024 Cravey Road, Callahan, FL 32011

## ELECTRONIC/DIGITAL ARTWORK SPECIFICATIONS

- + We can accommodate files saved in the following formats: PDF, JPG, TIFF, PSD, AI, INDD, or EPS  
Formatted Word documents (.DOC or .DOCX) are not accepted
- + If you cannot submit an ad in one of the accepted formats, please send your ad copy and graphics as separate files and our design staff will create a simple ad for you
- + Files submitted should match actual dimensions of printed ad (see table above)  
Do not include bleeds or crop marks
- + Any non-standard fonts should be embedded or outlined
- + The resolution should be 170-200 dpi or greater
- + Please ensure all black and white ads are grayscale, including embedded graphics and photographs. You may also submit a color version to appear in our e-edition.
- + The Catholic Miscellany is printed offset, tabloid format, and quarter-folded
- + There are 4 columns per page that are 2.375" wide each., and gutters are 0.167" wide

## BILLING

- + First-time advertisers must submit payment by check for the first ad only prior to publication
- + Ads will be billed after the last publication of each month
- + Discounted pricing is available to Diocese of Charleston churches, schools, departments and frequent advertisers. To qualify as a frequent advertiser, a contract for 12 ads per calendar year must be signed. Please contact Kelly Hargett for details. (843-261-0516 or khargett@catholic-doc.org)

## DISCOUNTS

Discounted pricing is available to Diocese of Charleston churches, schools, departments and frequent advertisers.

# Showcase your brand online

## Online advertising

The e-edition ([digital.miscellany.org](http://digital.miscellany.org)) includes all the current print advertisements. **There is no extra charge to place an ad in the paper and have it appear in the e-edition.** You receive two formats of exposure to our customers for just one price.

**FOR EXTRA IMPACT, THEMISCELLANY.ORG HAS THREE FRONT-PAGE ADVERTISING POSITIONS, SOLD BY THE MONTH.**

**Rotator ads** share the space with other advertisements throughout the site.

**Exclusive ads** remain in position on every page throughout the site.

## WEB AD SIZES

Ad position	Size	File type	File Size	Rotator	Exclusive
Top right	250 x 250 pixels	JPG or animated .GIF	Under 120K	\$100	\$200
Bottom right	250 x 250 pixels	JPG or animated .GIF	Under 120K	\$75	\$150
Page footer	468 x 60 pixels	JPG or animated .GIF	Under 120K	\$70	\$100

