

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

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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:

PRINT AD SIZES			
Ad Size	Column Inches	Actual File Dimensions	Price
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	\$1433
Two-page spread B&W	8 columns wide x 10"	2 files at 10" W x 10.125" H	1233
Full back page (color)	4 columns wide x 10"	10" W x 10.125" H	716
Full page B&W	4 columns wide x 10"	10" W x 10.125" H	616
Horizontal Half page	4 columns wide x 5"	10" W x 4.979" H	308
Vertical Half page	2 columns wide x 10"	4.917" W x 10.125" H	308
Quarter page	2 columns wide x 5"	4.917" W x 4.979" H	154
Horizontal Eighth page	2 columns wide x 2.5"	4.917" W x 2.406" H	77
Vertical Eighth page	1 columns wide x 5"	2.375" W x 4.979" H	77
Sixteenth page	1 column wide x 2.5"	2.375" W x 2.406" H	39

COLOR CHARGES

Back page or center spread full page ads include a \$100 per page for color. Color charges are included in prices listed in table.

The following visual representations show the layout of different ad sizes on a page:

- Full page:** A large red rectangle covering the entire page area. Price: B&W \$616, Color (back page only) \$716.
- Horizontal Half page:** A red rectangle covering the bottom half of the page width. Price: B&W \$308.
- Vertical Half page:** A red rectangle covering the right half of the page height. Price: B&W \$308.
- Quarter page:** A red rectangle covering the bottom-left quarter of the page. Price: B&W \$154.
- Horizontal Eighth page:** A red rectangle covering the bottom-left eighth of the page width. Price: B&W \$77.
- Vertical Eighth page:** A red rectangle covering the bottom-right eighth of the page height. Price: B&W \$77.
- Sixteenth page:** A small red rectangle covering a sixteenth of the page area. Price: B&W \$39.

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) 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

