

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 nearly 28,000 homes every other Thursday

Coverage of 114 parishes and missions across the state of South Carolina

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

Estimated readership: 64,400+

## CONTACT

**Anne E. Clark**

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[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.

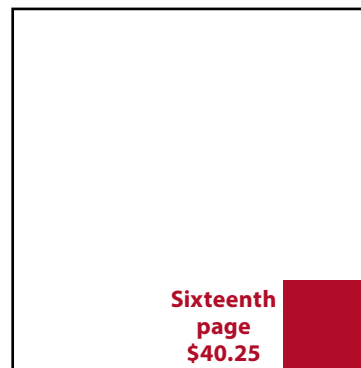
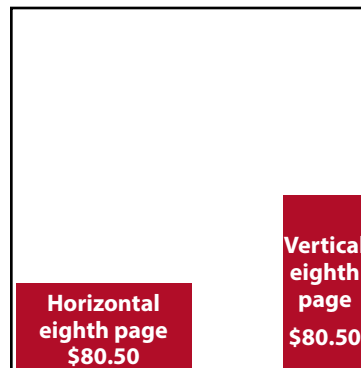
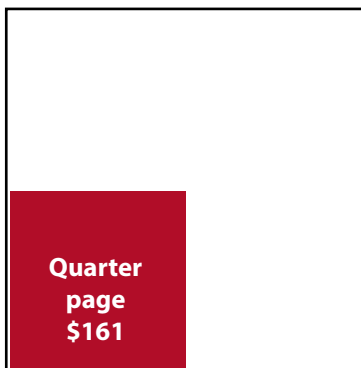
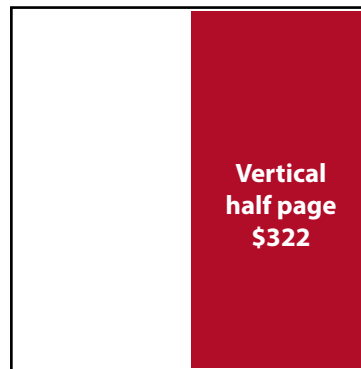
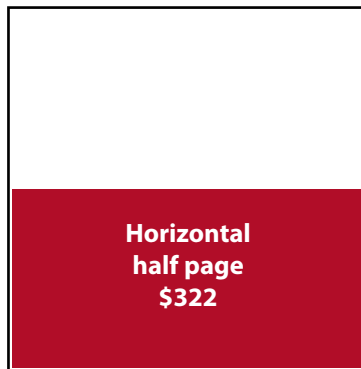
Source: Scarborough Research

## Print advertising

We offer ads in the following sizes only.

### PRINT AD SIZES

Ad Size	Column Inches	Actual File Dimensions	Pricing
Inserts	5.25" x 11" max. folded size	See Insert section for details	\$1,629.60
Center spread	8 columns wide x 10"	21" W x 10.125" H	\$1,518
Two-page spread	8 columns wide x 10"	2 files at 10" W x 10.125" H	\$1,288
Full back page	4 columns wide x 10"	10" W x 10.125" H	\$759
Full page	4 columns wide x 10"	10" W x 10.125" H	\$644
Horizontal Half page	4 columns wide x 5"	10" W x 4.979" H	\$322
Vertical Half page	2 columns wide x 10"	4.917" W x 10.125" H	\$322
Quarter page	2 columns wide x 5"	4.917" W x 4.979" H	\$161
Horizontal Eighth page	2 columns wide x 2.5"	4.917" W x 2.406" H	\$80.50
Vertical Eighth page	1 columns wide x 5"	2.375" W x 4.979" H	\$80.50
Sixteenth page	1 column wide x 2.5"	2.375" W x 2.406" H	\$40.25



### PLACEMENT CHARGES

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

### DISCOUNTS

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

### PRE-PRINTED INSERTS

- + Cost is based on current subscription numbers; currently 28,000 subscriptions, \$60 per 1,000
- + Insert dimensions must not exceed 11" x 5.25" and must be pre-folded when necessary
- + Inserts must be received by our printer three weeks prior to issue publishing date, shipped to:  
The Catholic Miscellany, c/o Florida Sun Printing  
54024 Cravey Road, Callahan, FL 32011  
904.879.2101

## ELECTRONIC/DIGITAL ARTWORK SPECIFICATIONS

- + We can accommodate files saved in the following formats: .pdf (preferred), .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
- + Color is included for all ads. Please ensure your file, as well as any embedded graphics and photographs, are saved in CMYK.
- + 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@charlestdiocese.org)

# 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

