

THE  REGISTER
CATHOLIC DIOCESE OF SALINA

faith
A SISTER PUBLICATION OF THE REGISTER • DIOCESE OF SALINA

ADVERTISING RATES

**Prepared by Katie Greenwood, creative editor
October 2021**

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SALINADIOCESE.ORG



THE REGISTER

CATHOLIC DIOCESE OF SALINA



THE REGISTER

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GOAL

The Register is the official newspaper of the Diocese of Salina. The mission of the diocese is to be disciples who make disciples through witnessing by faith, hope and love.

The Register adheres to that mission by providing inspiring and informative Catholic content. The goal is to encourage life-giving Catholic conversations to occur in every corner of the Diocese of Salina.

Primary Goal

"... encourage life-giving Catholic conversations to occur in every corner of the Diocese of Salina."

OUR RESOURCES

The Register works with the parishes, Catholic schools and other Catholic entities within the Diocese of Salina to provide local Catholic content. Additionally, The Register works with Kansas Catholic Conference and Catholic News Agency to supply state and national Catholic content. Tiger Media Network of Fort Hays State University assists with newspaper layout.

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TYPES

The Register accepts display advertising. There is no classified section. All advertising requires prior approval by the editor and/or bishop.

RATES

\$10.00 per column inch for black and white. \$11.50 per column inch for color. Rates are discounted if ads are placed for 2+ consecutive issues.

DESIGN

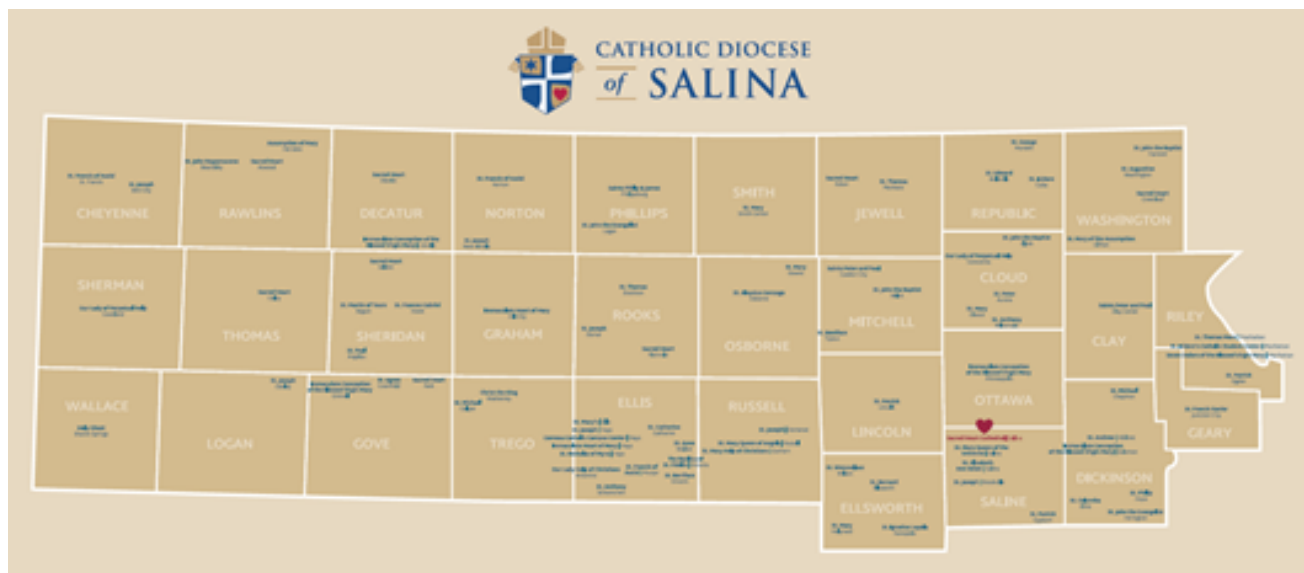
The Register does not create or design ads. Ads must be camera ready and emailed to theregister@salinadiocese.org.

BILLING

Regular accounts may be billed quarterly or annually.

AUDIENCE

The Register is delivered to every registered Catholic household within the Diocese of Salina, which encompasses the northwest corner of Kansas and includes 31 counties. Over 15,000 households within the Diocese of Salina receive The Register. Additionally, The Register is mailed to subscribed members outside diocesan borders and is available online.



THE REGISTER

CATHOLIC DIOCESE OF SALINA

2022 SCHEDULE

The Register is published the 4th Friday of every month.

<u>Publication Date</u>	<u>Content Due</u>
January 28	January 7
February 25	January 28
March 25	March 4
April 22	April 1
May 27	May 6
June 24	June 3
July 22	July 1
August 26	August 5
September 23	September 2
October 28	October 7
November 25	November 4
December 23	December 2

CONTACT

Katie Greenwood, creative editor

theregister@salinadiocese.org

785.827.8746 x 23

Brenda Streit, advertising/circulation manager

brenda.streit@salinadiocese.org

785.827.8746 x 34

THE REGISTER



CATHOLIC DIOCESE OF SALINA

PRICES AND SIZING

Below you will find a chart for pricing and sizing guidelines for your advertisement.

Ad Size	Picas	Inches	Single issue B&W (color)	Multiple issue B&W (color)
1 col. x 1 in.	11p4 picas x 6 picas	1.9 in. x 1 in.	\$10.00 (\$11.50)	\$9.50 (\$11.00)
1 col. x 4 in.	11p4 picas x 24 picas	1.9 in. x 4 in.	\$40.00 (\$46.00)	\$38.00 (\$44.00)
1 col. x 6 in.	11p4 picas x 36 picas	1.9 in. x 6 in.	\$60.00 (\$69.00)	\$57.00 (\$66.00)
2 col. x 1 in.	23p6 picas x 6 picas	3.93 in. x 1 in.	\$20.00 (\$23.00)	\$19.00 (\$22.00)
2 col. x 2 in.	23p6 picas x 12 picas	3.93 in. x 2 in.	\$40.00 (\$46.00)	\$38.00 (\$44.00)
2 col. x 3 in.	23p6 picas x 18 picas	3.93 in. x 3 in.	\$60.00 (\$69.00)	\$57.00 (\$66.00)
2 col. x 4 in.	23p6 picas x 24 picas	3.93 in. x 4 in.	\$80.00 (\$92.00)	\$76.00 (\$88.00)
2 col. x 5 in.	23p6 picas x 30 picas	3.93 in. x 5 in.	\$100.00 (\$115.00)	\$95.00 (\$110.00)
2 col. x 6 in.	23p6 picas x 36 picas	3.93 in. x 6 in.	\$120.00 (\$138.00)	\$114.00 (\$132.00)
2 col. x 8.5 in.	23p6 picas x picas	3.93 in. x 8.5 in.	\$170.00 (\$195.50)	\$161.50 (\$187.00)

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Ad Size	Picas	Inches	Single issue B&W (color)	Multiple issue B&W (color)
3 col. x 6 in.	35p8 picas x 36 picas	5.96 in. x 6 in.	\$180.00 (\$207.00)	\$171.00 (\$198.00)
3 col. x 8 in.	35p8 picas x 48 picas	5.96 in. x 8 in.	\$240.00 (\$276.00)	\$228.00 (\$264.00)
5 col. x 5.5 in.	60 picas x 33 picas	10 in. x 5.5 in.	\$275.00 (\$316.25)	\$261.25 (\$302.50)
5 col. x 8 in. (half page)	60 picas x 48 picas	10 in. x 8 in.	\$400.00 (\$460.00)	\$380.00 (\$440.00)
5 col. x 16 in. (full page)	60 picas x 96 picas	10 in. x 16 in.	\$800.00 (\$920.00)	\$760.00 (\$880.00)



faith

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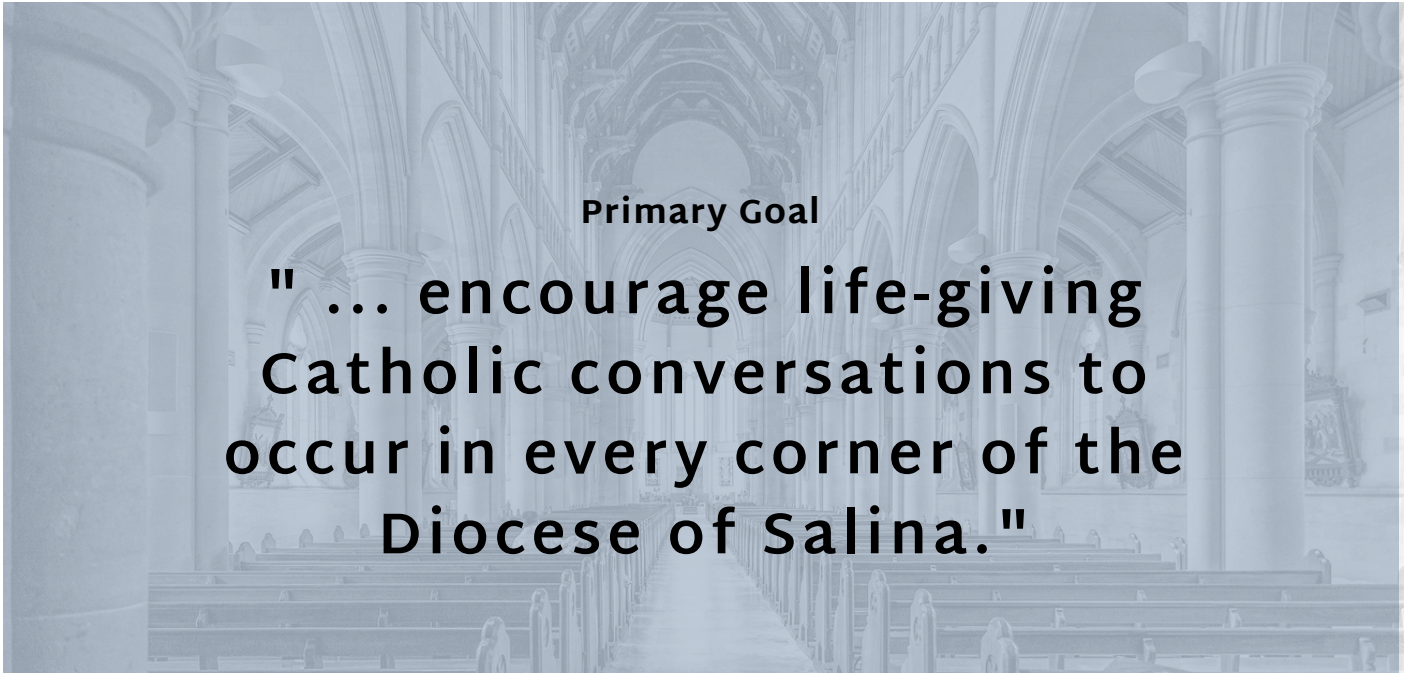




GOAL

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Primary Goal

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OUR RESOURCES

Faith works closely with the bishop to determine the theme of each issue of the magazine. Once the theme has been established, the editor relies on the faithful to create story content. Additionally, Faith Catholic provides content, as well as design resources.

TYPES

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DESIGN

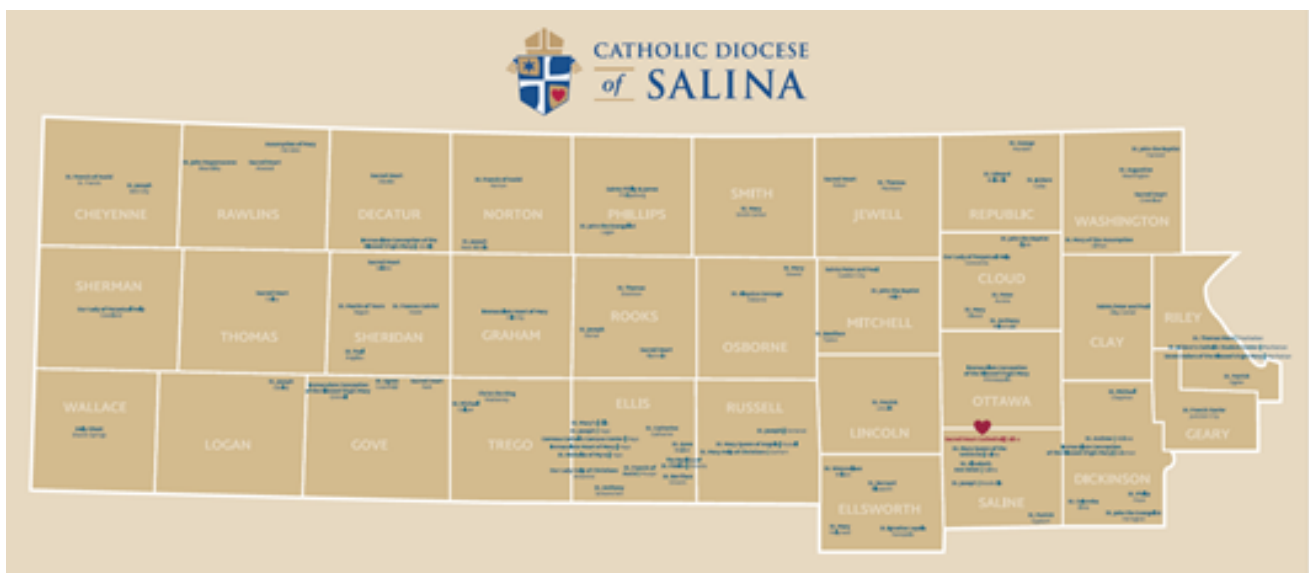
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2022 SCHEDULE

Faith is published on a quarterly schedule. A special issue of faith is produced for the annual appeal, but no advertising is included in that specific issue.

<u>Publication Date</u>	<u>Content Due</u>
January 21	December 6
February 11	NO ADS
May 6	March 29
August 5	June 30
November 7	September 30

CONTACT

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785.827.8746 x 23

Brenda Streit, advertising/circulation manager
brenda.streit@salinadiocese.org
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PRICES AND SIZING

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Ad Size	Inches	Single issue color	Multiple issue color
Eighth page	3.875 in. x 2.5 in.	\$200.00	\$150.00
Quarter page	3.875 in. x 5 in.	\$350.00	\$300.00
Half page v.1	3.875 in. x 10.25 in.	\$625.00	\$575.00
Half page v. 2	8 in. x 5 in.	\$625.00	\$575.00
Full page	8 in. x 10.25 in.	\$1,200.00	\$1,150.00