



# CONTENT AND ADVERTISING

Prepared by Katie Hamel, creative editor  
November 2022

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**2023  
SCHEDULE**

Unless otherwise noted, content is always due the first Friday of the month in order to be included in that same month's issue of The Register.

<u>Publication Date</u>	<u>Content Due</u>
January 27	January 6
February 24	February 3
March 24	March 3
April 28	April 7
May 26	May 5
June 23	June 2
July 28	July 7
August 25	August 4
September 22	September 1
October 27	October 6
November 24	October 30
December 22	December 1

**AD  
INFO**

On the next page, you will find a chart for pricing and sizing guidelines for your advertisement in The Register. Rates are \$10.00 per column inch for black and white. \$11.50 per column inch for color.

Ads must be print-ready and emailed to [theregister@salinadiocese.org](mailto:theregister@salinadiocese.org) by the deadline in order to be included.

Regular accounts are billed quarterly.

More sizing options are available than what is listed here. Reach out to [theregister@salinadiocese.org](mailto:theregister@salinadiocese.org) to learn more about your advertising options.

<b>Ad Size</b>	<b>Picas</b>	<b>Inches</b>	<b>Single issue B&amp;W (color)</b>	<b>Multiple issue B&amp;W (color)</b>
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)
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)



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See below for content and advertisement due dates. Ads must be print-ready and emailed to [theregister@salinadiocese.org](mailto:theregister@salinadiocese.org) by the deadline in order to be included.

<u>Publication Date</u>	<u>Content Due</u>
January 20	November 24
February 10	December 15 (no ads)
May 31	April 20
August 4	June 16
November 3	September 21

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

## QUESTIONS ABOUT THE REGISTER OR FAITH?

Contact **Katie Hamel, creative editor**  
[theregister@salinadiocese.org](mailto:theregister@salinadiocese.org)