



CONTENT AND ADVERTISING

Prepared by Katie Hamel, creative editor
November 2022

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THEREGISTER@SALINADIOCESE.ORG
SALINADIOCESE.ORG



THE REGISTER

CATHOLIC DIOCESE OF SALINA

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 \$11.50 per column inch. (All ads can print in color!)

Ads must be print-ready and emailed to 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 to learn more about your advertising options.

Ad Size	Picas	Inches	Single Issue	Multiple Issues
1 col. x 1 inch	10p10.6 x 6	1.67 x 1	\$11.50	\$11.00
1 col. x 4 in.	10p10.6 x 24	1.67 x 4	\$46.00	\$44.00
1 col. x 6 in.	10p10.6 x 36	1.67 x 6	\$69.00	\$66.00
2 col. x 1 in.	22p7.2 x 6	3.67 x 1	\$23.00	\$22.00
2 col. x 2 in.	22p7.2 x 12	3.67 x 2	\$46.00	\$44.00
2 col. x 3 in.	22p7.2 x 18	3.67 x 3	\$69.00	\$66.00
2 col. x 4 in.	22p7.2 x 24	3.67 x 4	\$92.00	\$88.00
2 col. x 5 in.	22p7.2 x 30	3.67 x 5	\$115.00	\$110.00
2 col. x 6 in.	22p7.2 x 36	3.67 x 6	\$138.00	\$132.00
2 col. x 8 in.	22p7.2 x 48	3.67 x 8	\$184.00	\$177.00
3 col. x 6 in.	34p3.8 x 36	5.67 x 6	\$207.00	\$198.00
3 col. x 8 in.	34p3.8 x 48	5.67 x 8	\$276.00	\$264.00
5 col. x 5.5 in.	57p9 x 33	9.5 x 5.5	\$316.25	\$302.50
5 col. x 8 in. (half page)	57p9 x 48	9.5 x 8	\$460.00	\$440.00
5 col. x 16 in. (full page)	57p9 x 96	9.5 x 16	\$920.00	\$880.00



2023 SCHEDULE

See below for content and advertisement due dates. Ads must be print-ready and emailed to 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