



The **Chicago Catholic**, biweekly newspaper of the Archdiocese of Chicago, is distributed to 40,000 Catholics throughout Cook and Lake counties in Illinois.

our readers ...

Mature families read the **Chicago Catholic**.
Over 87% own their own home.
Over 61% have substantial investment portfolios.

education ...

The Archdiocese of Chicago has the largest Catholic-school system in the U.S.
Over 69% of our readers have attended college or graduate school.

income ...

Our readers have discretionary income.
Over 94% of our readers donate regularly to charities and religious orders.
Over 80% have taken domestic trips.

* Special issues:

- Jan. 10: New Year Special Offer/
Special Wishes & Announcements
- Jan. 24: Catholic Schools Week
- Feb. 7: Lent Issue
- Feb. 21:
- Mar. 7: Retreats/Pilgrimages 1/Novenas
- Mar. 21: Catholic Hospitals and Healthcare
- Apr. 11: Easter Issue
- Apr. 25: Senior Living/Home and Garden
- May 9: Archdiocesan Priest Jubilarians
- May 23: Ordinandi and Ordination
- June 6: Diaconate Ordination/Feasts & Summer Festivals
- June 20: Jubilarians/Vocations
- July 11: Buy American/Support Local Business
- July 25:
- Aug. 8: Back to School
- Aug. 22: Catholic Colleges & Universities
- Sept. 5: Senior Living/Novenas & Fall Festivals
- Sept. 19: Retreats/Pilgrimages II
- Oct. 10: Catholic High Schools/
Open House & Entrance Exams
- Oct. 24: National Vocation Awareness Week (Nov. 7-13)
- Nov. 7: End of Life Care/Discover Catholic Schools Week
- Nov. 21: Christmas Gift Guide
- Dec. 5: Parish Christmas & New Year Mass Schedules
- Dec. 19: Christmas Books/End of Year Donations

January

- ☐ 10 Space deadline: Dec. 29 Copy/Art deadline: Dec. 31
- ☐ 24* Space deadline: Jan. 12 Copy/Art deadline: Jan. 14

February

- ☐ 7 Space deadline: Jan. 26 Copy/Art deadline: Jan. 28
- ☐ 21* Space deadline: Feb. 9 Copy/Art deadline: Feb. 11

March

- ☐ 7* Space deadline: Feb. 23 Copy/Art deadline: Feb. 25
- ☐ 21* Space deadline: Mar. 9 Copy/Art deadline: Mar. 11

April

- ☐ 11* Space deadline: Mar. 30 Copy/Art deadline: Apr. 1
- ☐ 25* Space deadline: Apr. 13 Copy/Art deadline: Apr. 15

May

- ☐ 9* Space deadline: Apr. 27 Copy/Art deadline: Apr. 29
- ☐ 23* Space deadline: May 11 Copy/Art deadline: May 13

June

- ☐ 6* Space deadline: May 25 Copy/Art deadline: May 27
- ☐ 20 Space deadline: June 8 Copy/Art deadline: June 10

July

- ☐ 11 Space deadline: June 29 Copy/Art deadline: July 1
- ☐ 25* Space deadline: July 13 Copy/Art deadline: July 15

August

- ☐ 8* Space deadline: July 27 Copy/Art deadline: July 29
- ☐ 22* Space deadline: Aug. 10 Copy/Art deadline: Aug. 12

September

- ☐ 5* Space deadline: Aug. 24 Copy/Art deadline: Aug. 26
- ☐ 19* Space deadline: Sept. 7 Copy/Art deadline: Sept. 9

October

- ☐ 10* Space deadline: Sept. 28 Copy/Art deadline: Sept. 30
- ☐ 24* Space deadline: Oct. 12 Copy/Art deadline: Oct. 14

November

- ☐ 7* Space deadline: Oct. 26 Copy/Art deadline: Oct. 28
- ☐ 21* Space deadline: Nov. 9 Copy/Art deadline: Nov. 11

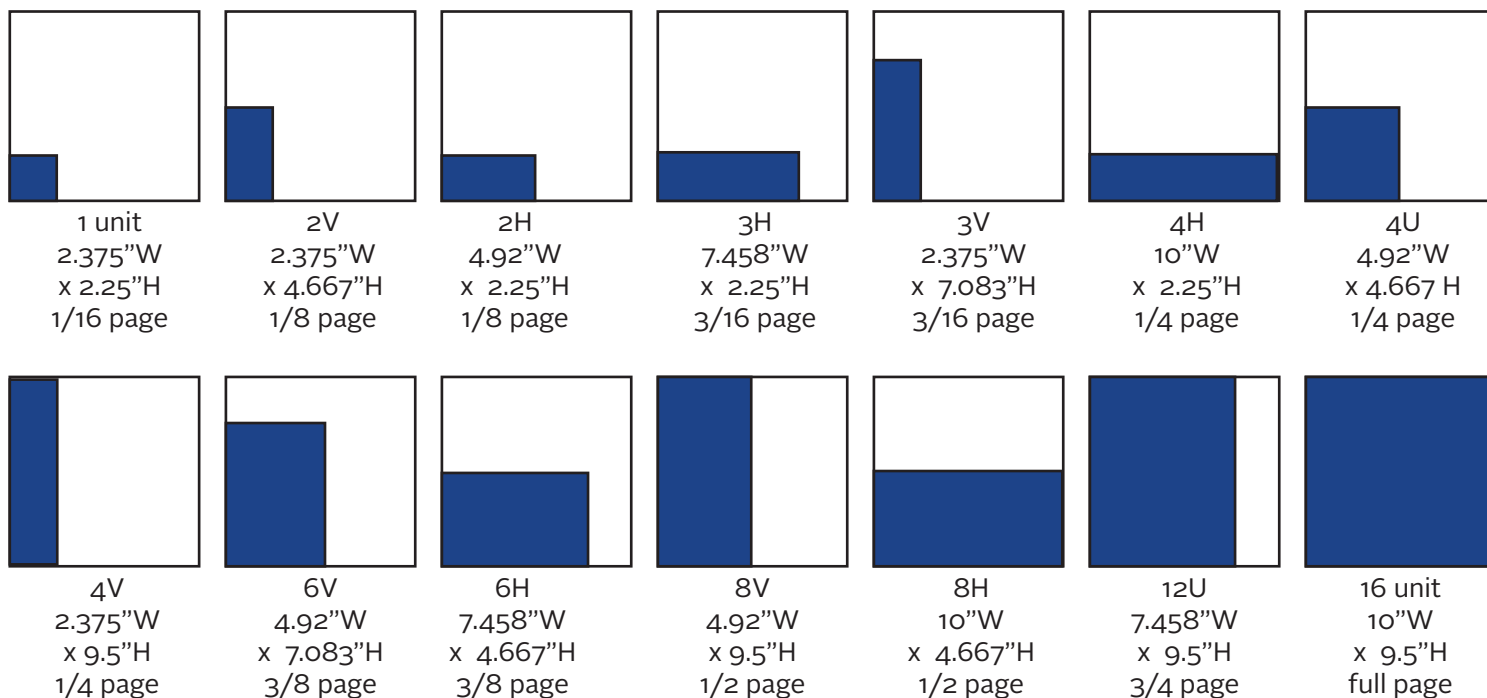
December

- ☐ 5* Space deadline: Nov. 23 Copy/Art deadline: Nov. 24
- ☐ 19 Space deadline: Dec. 7 Copy/Art deadline: Dec. 9

Call Cesar Cazares

(312) 534-7082 email: ccazares@archchicago.org
New World Publications 835 N. Rush St. Chicago, IL 60611-2030
www.chicagocatholic.com

Rates print edition Modular Sizes



Frequency	1 unit	2 unit	3 unit	4 unit	6 unit	8 unit	12 unit	16 unit
Open Rate	\$108	\$217	\$316	\$416	\$583	\$916	\$1,332	\$1,666
4x rate	\$93	\$186	\$271	\$356	\$499	\$785	\$1,141	\$1,427
12x rate	\$77	\$154	\$225	\$297	\$416	\$654	\$951	\$1,189
24x rate	\$63	\$126	\$185	\$243	\$341	\$536	\$780	\$975

Ad placement

- Published biweekly
- Commissions 15% to recognized agencies
- Inserts \$45.00 per 1000 (contact for large-format rates)
- Space Reservation deadline 11 days prior to publication
- Artwork deadline 9 days prior to publication
- Color \$200

www.catholicnewworld.com/Web rates

	Pixels	Full-year Monthly Rate*
Home page banner ad	728 x 90	\$325
Home page tile ads	300 x 300	\$225
Inside banner ads	728 x 90	\$225
Inside tiles ads	300 x 300	\$150

* Inquire about our 6 month and 3 month web rates. Ad space is limited and sold on a first-to-sign basis. Ads are billed monthly. Ads can be changed monthly.

E-newsletter Ad available. Call for more information.

Home page tile ad (300 x 300 pixels)

Business Directory Card Ad

2.375\"W x 2.25\"H with full color \$108 per issue

Terms & Conditions

The Chicago Catholic reserves the right to review or decline any advertising.

The Chicago Catholic reserves the right to insert the word "advertisement" above or below any advertising.

The Chicago Catholic does not guarantee positioning of advertisements. Positioning is at the sole discretion of the publisher, except when a request for a preferred position is acknowledged by the publisher in writing.

Payment is accepted by credit card or check only. Payment terms are net 30 days.

Early cancellation of an advertising schedule that includes a frequency discount before the ad schedule commitment is fulfilled will result in the elimination of the frequency discount on all earlier ads. Advertisers will be billed for each ad already published at the applicable frequency discount rate.

No cancellations after space-reservation deadline. Advertiser will be responsible for full payment.