



Chicago Catholic, the biweekly newspaper of the Archdiocese of Chicago, with a circulation of 35,000 and a readership of 87,500 per issue, is distributed to 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. 7 New Year Special Offers/  
Special Wishes and Announcements
- Jan. 21 Catholic Schools Week (Jan.28-Feb. 3)
- Feb. 4 Lent issue (February 14)
- Feb. 18 Catholic Hospitals and Healthcare
- Mar. 3 Retreats/Pilgrimages I/Feast Days & Novenas
- Mar. 17 Holy Week Issue (Holy Week March 24 - 30)
- Apr. 7 National Volunteer Month/Spring Home and Garden
- Apr. 21 Senior Living (Spring)/& Healthcare
- May 5 Archdiocesan Priest Jubilarians
- May 19 Ordinandi and Ordination/Class of 2024 Graduations
- June 2 Diaconate Ordination/Feasts & Summer Festivals
- June 16 Jubilarians/Vocations
- July 7 Family and Community Healthcare
- July 21 Celebrating World Day for Grandparents  
and the Elderly (July 28)
- Aug. 4 Catholic Schools Fall Enrollment & Open House issue
- Aug. 18 Annual Back to School issue
- Sept. 1 Senior Living (Fall) & Healthcare/End of Life  
Care & Planning
- Sept. 15 Pet Blessings (Feast Day of St. Francis of Assisi  
Oct. 4)/ Annual Community and Business Guide  
(special insert)
- Oct. 6 Catholic High Schools & Entrance Exams/  
Retreats Pilgrimages II
- Oct. 20 National Vocations Awareness Week November 3-9
- Nov. 3 Discover Catholic Colleges & Universities
- Nov. 17 Christmas Gift Guide & Christmas Books/  
**Cardinal Cupich 10th anniversary special**
- Dec. 1 Parish Christmas & New Year Mass Schedules
- Dec. 15 Christmas Specials/End of Year Donations

### January

- ☐ 7 Space deadline: Dec. 27 Copy/Art deadline: Dec. 29
- ☐ 21 Space deadline: Jan. 9 Copy/Art deadline: Jan. 11

### February

- ☐ 4 Space deadline: Jan. 23 Copy/Art deadline: Jan. 25
- ☐ 18 Space deadline: Feb. 6 Copy/Art deadline: Feb. 8

### March

- ☐ 3 Space deadline: Feb. 20 Copy/Art deadline: Feb. 22
- ☐ 17 Space deadline: Mar. 5 Copy/Art deadline: Mar. 7

### April

- ☐ 7 Space deadline: Mar. 26 Copy/Art deadline: Mar. 28
- ☐ 21 Space deadline: Apr. 9 Copy/Art deadline: Apr. 11

### May

- ☐ 5 Space deadline: Apr. 23 Copy/Art deadline: Apr. 25
- ☐ 19 Space deadline: May 7 Copy/Art deadline: May 9

### June

- ☐ 2 Space deadline: May 21 Copy/Art deadline: May 23
- ☐ 16 Space deadline: June 4 Copy/Art deadline: June 6

### July

- ☐ 7 Space deadline: June 25 Copy/Art deadline: June 27
- ☐ 21 Space deadline: July 9 Copy/Art deadline: July 11

### August

- ☐ 4 Space deadline: July 23 Copy/Art deadline: July 25
- ☐ 18 Space deadline: Aug. 6 Copy/Art deadline: Aug. 8

### September

- ☐ 1 Space deadline: Aug. 20 Copy/Art deadline: Aug. 22
- ☐ 15 Space deadline: Sept. 3 Copy/Art deadline: Sept. 5

### October

- ☐ 6 Space deadline: Sept. 24 Copy/Art deadline: Sept. 26
- ☐ 20 Space deadline: Oct. 8 Copy/Art deadline: Oct. 10

### November

- ☐ 3 Space deadline: Oct. 22 Copy/Art deadline: Oct. 24
- ☐ 17 Space deadline: Nov. 5 Copy/Art deadline: Nov. 7

### December

- ☐ 1 Space deadline: Nov. 19 Copy/Art deadline: Nov. 20
- ☐ 15 Space deadline: Dec. 3 Copy/Art deadline: Dec. 5

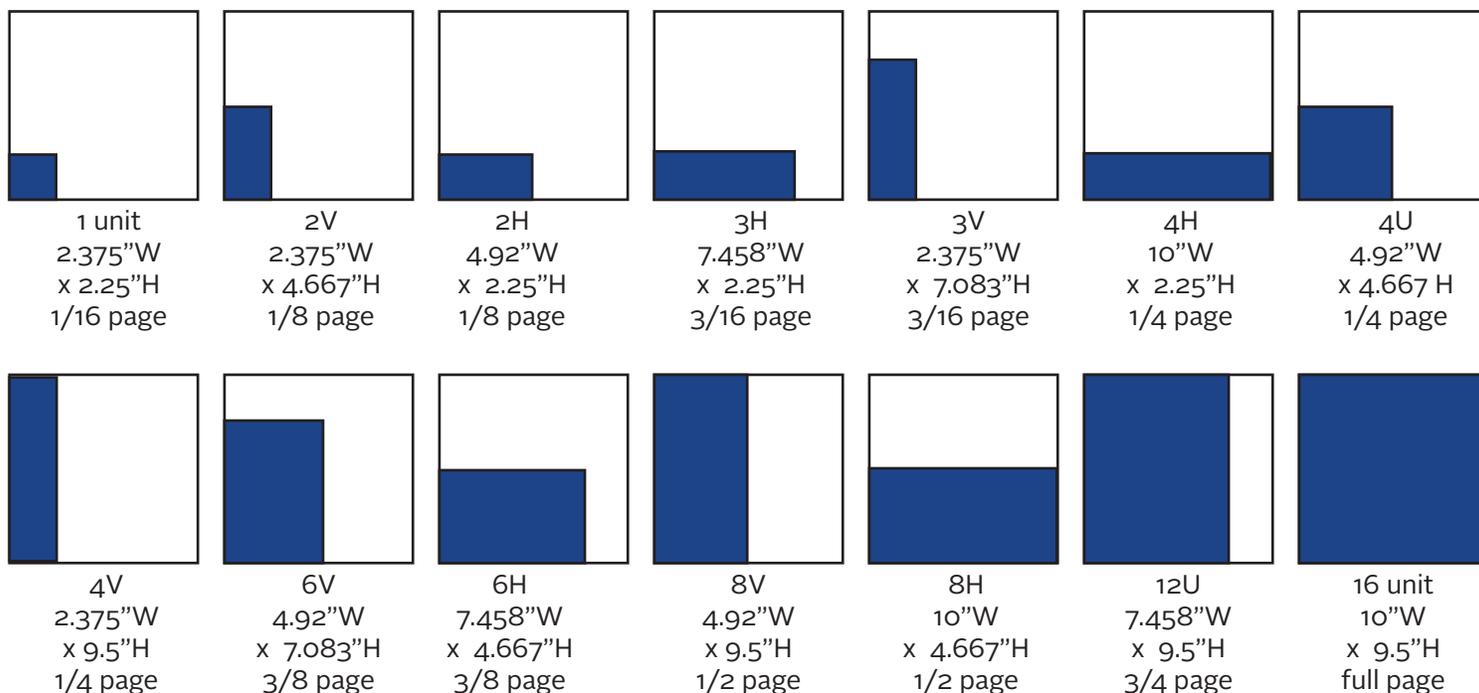
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## Rates print edition Modular Sizes



| Frequency | 1 unit | 2 unit | 3 unit | 4 unit | 6 unit | 8 unit  | 12 unit | 16 unit |
|-----------|--------|--------|--------|--------|--------|---------|---------|---------|
| Open Rate | \$119  | \$239  | \$348  | \$458  | \$642  | \$1,008 | \$1,466 | \$1,833 |
| 4x rate   | \$103  | \$205  | \$299  | \$392  | \$549  | \$864   | \$1,256 | \$1,570 |
| 12x rate  | \$85   | \$170  | \$246  | \$327  | \$458  | \$720   | \$1,047 | \$1,308 |
| 24x rate  | \$70   | \$139  | \$204  | \$268  | \$376  | \$590   | \$858   | \$1,073 |

## Ad placement

- Published biweekly
- Commissions 15% to recognized agencies
- Inserts \$55.00 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](http://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.