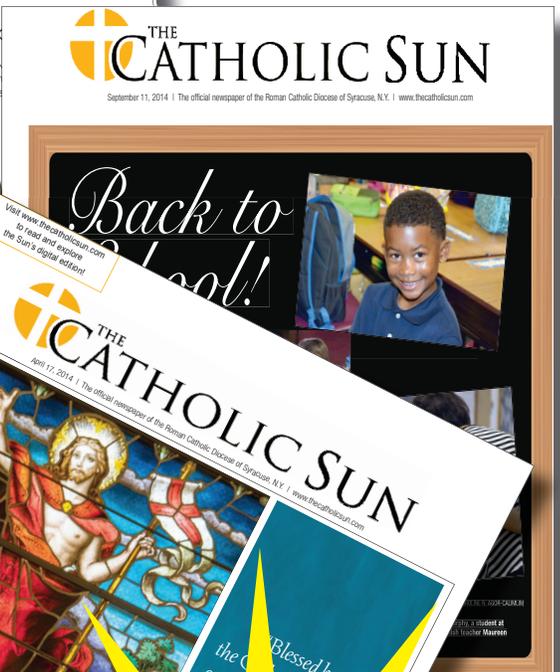
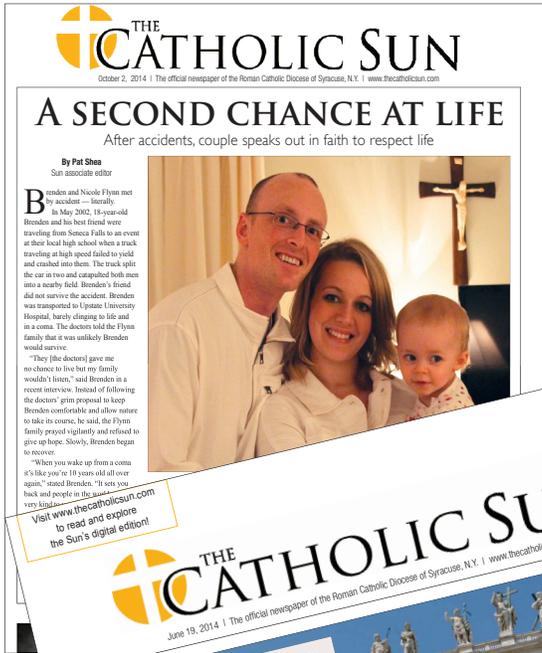


2015

# THE CATHOLIC SUN

THE OFFICIAL NEWSPAPER OF THE ROMAN CATHOLIC DIOCESE OF SYRACUSE  
SERVING SUBSCRIBERS IN BROOME, CHENANGO, CORTLAND, MADISON, ONEIDA,  
ONONDAGA AND OSWEGO COUNTIES



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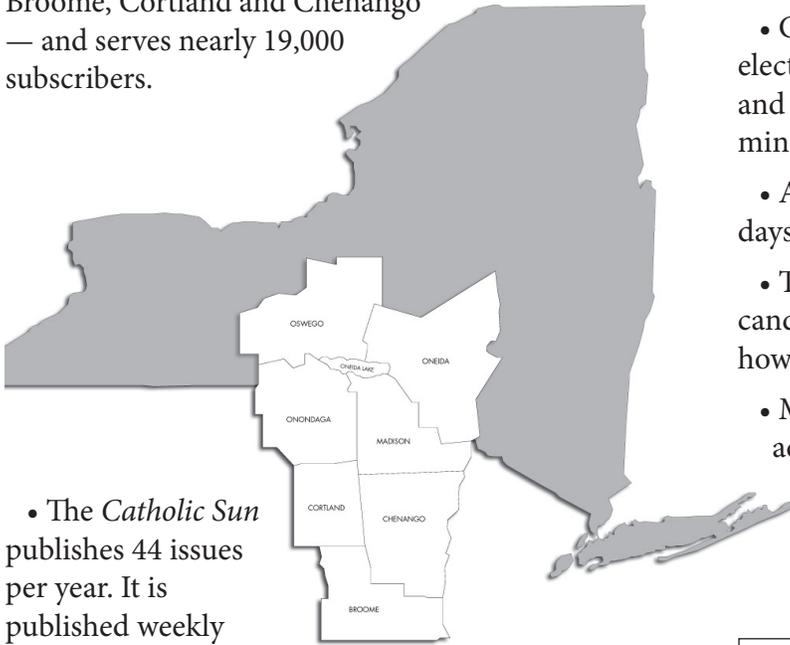
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## ABOUT THE CATHOLIC SUN

- The *Catholic Sun* is the official newspaper of the Roman Catholic Diocese of Syracuse. Established in 1892 as a private publication, the Sun was purchased for the diocese by Bishop Joseph O’Keefe in 1988.

- The *Catholic Sun’s* mission is to educate and evangelize by providing news and information that affects the Roman Catholic Church and the people of the diocese.

- The CatholicSun covers the seven counties of the diocese — Onondaga, Oneida, Oswego, Madison, Broome, Cortland and Chenango — and serves nearly 19,000 subscribers.



- The *Catholic Sun* publishes 44 issues per year. It is published weekly except during the summer, when it is published every other week, and during the Christmas season.

- A subscription costs just \$25 per year.

## ABOUT THE CATHOLIC SUN’S READERS

- 98% own their own home
- 67.5% have subscribed to the *Catholic Sun* for more than 6 years
- 67% dine out weekly
- 60% stay in hotels when away from home
- 53% are college educated
- 53% travel by air
- 42% attend live theatre
- 41% have \$31,000+ incomes
- Own 2.01 cars per household

## ADVERTISE WITH THE CATHOLIC SUN

- The *Catholic Sun* offers competitive advertising rates and special rates for nonprofits and frequent advertisers.

- Advertising space is available in both the print edition of the newspaper and on [www.thecatholicsun.com](http://www.thecatholicsun.com), which receives around 1,136 page views per week and climbing.

- The *Catholic Sun* offers complimentary design services.

- Camera-ready ads must be submitted electronically in PDF, TIFF or EPS format. All fonts and images should be included. Resolution should be a minimum of 300 dpi.

- All ads or ad copy must be received by noon eight days before the publication date.

- The *Catholic Sun* does not accept political candidates’ advertisements of any variety, regardless of how the ad relates to church teaching.

- Management maintains the right to edit or reject advertising copy.



To advertise with the  
Catholic Sun, contact

**Mark Klenz**

**Advertising Coordinator**

**(315) 579-0001**

**[mklenz@thecatholicsun.com](mailto:mklenz@thecatholicsun.com)**

# PRINT AD RATES

Full page  
\$1456  
(\$1232\*)  
9.75" X 11.5"

Half page  
\$728  
(\$616\*)  
9.75" X 5.75"

Quarter page  
\$364  
(\$308\*)  
4.8" X 5.75"

Eighth page  
\$182  
(\$154\*)  
2.3" X 5.75"

Sixteenth page  
\$91  
(\$77\*)  
2.3" X 3"

- Classified ads: \$17/column inch
  - Inserts: \$1,500
  - Minimum size: 1 column x 1 in.
  - Not for Profit per column inch rate: \$22
  - For Profit rate: \$26
- 20% discount for first time advertisers**

# WEB AD RATES

Tower  
160 x 600 pixels  
\$206

Tile  
160 x 90 pixels  
\$108

Square  
300 x 250 pixels  
\$165



**20% discount for first time advertisers**

Leaderboard  
728 x 90 pixels  
\$250

• A finance charge of 1.5% will be applied to accounts past 30 days

• Ad placement request charge applies

\*Nonprofit prices

# 2015 Catholic Sun issue schedule

Topic	Issue date	Ads due
NO PAPER	---	---
Healthy mind, body, spirit/ Diocesan financial report	January 8	December 23
Poverty in America/ Catholic Charities	January 15	January 7
Respect life	January 22	January 14
Catholic schools	January 29	January 21
Special topic	February 5	January 29
Family and marriage/ bridal	February 12	February 4
Lent	February 19	February 11
Seniors and aging	February 26	February 18
Catholic women/ Public policy	March 5	February 25
Catholic youth and young adults	March 12	March 4
Special topic	March 19	March 11
Catholic men	March 26	March 18
Easter	April 2	March 25
Healthcare	April 9	April 1
Special topic	April 16	April 8
HOPE Appeal ministries	April 23	April 15
Priest Jubilees	April 30	April 22
Family/ marriage and bridal/Mother's Day	May 7	April 29
Special topic	May 14	May 6
Retreats and retreat houses	May 21	May 13
Sister Jubilees	May 28	May 20
Ken Kirkman and Pete Tassini Diaconate Ordination	June 4	May 27
Zach Miller ordination	June 11	June 3
Special topic	June 18	
Graduation	June 25	June 17
NO ISSUE	---	---
Pilgrimages/ Catholic roadtrips	July 9	July 1
NO ISSUE	---	---
Special topic	July 23	July 15
NO ISSUE	---	---
Healthcare	August 6	July 29
NO ISSUE	---	---
Special topic	August 20	August 12
Catholic higher ed	September 3	August 19
Back to school	September 10	August 26
Special topic	September 17	September 2
World Meeting of Families/ Pope Francis	September 24	September 9
Pope Francis/World Meeting of Families/Respect Life Sunday	October 1	September 23
Special topic	October 8	September 30
Ireland pilgrimage	October 15	October 7
Healthcare	October 22	October 14
Vocations	October 29	October 21
Faith Formation	November 5	October 28
Catholic Charities	November 12	November 4
Thanksgiving / Advent	November 19	November 11
NO PAPER	---	---
Living the faith/ Christmas Masses	December 3	November 25
Christmas events/ Masses	December 10	December 2
Christmas greetings/ Year in review	December 17	December 9