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About the Catholic Sun's coverage

- The Catholic Sun is the official news medium serving the people of the Roman Catholic Diocese of Syracuse. We inform, educate, and evangelize on local, national, and international Catholic news, views, and teachings.
- Established privately in 1892; purchased by the Diocese in 1988.
- The Catholic Sun covers the seven counties of the diocese Onondaga, Oneida, Oswego, Madison, Broome, Cortland, and Chenango with a total distribution of nearly 11,000 copies through individual and parish subscriptions.
- The Catholic Sun publishes 26 issues per year, biweekly.
- A subscription costs just \$26 per year. This includes print and online access.
- Biweekly digital updates are emailed to more than 7,000 recipients.



About our services

- The Catholic Sun offers competitive advertising rates and special rates for nonprofits.
- The Catholic Sun offers complimentary design services.
- All ads or ad copy must be received by noon eight days before the publication date.
- Ads must be submitted electronically in INDD, PDF, PSD, JPG, (Print) JPG, PNG (web)format. All fonts and images should be included. Print ad resolution should be a minimum of 300 dpi and in CMYK color format. If you cannot convert the colors in your ad, please contact us for assistance.
- 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.

Print ad sizes & rates



The Catholic Sun now features a new larger page size format offering increased readability. Our new format also gives you increased ad space and exceptional value when you choose a modular ad size:

All ads 4 col. inches and larger include free color

Other non-modular ad sizes available at standard per column inch rates:

- \$44 per column inch
- \$35 per column inch, Not for profit (501C3)
- Minimum ad size: 1 column x 2 inches

Pre-printed inserts delivered \$95/perM (no larger than 8.5X11 single sheet or folded size).

Ad placement requests accepted but not guaranteed. Finance charge of 1.6% will be applied to accounts past 30 days.

For submitted ads, the following formats are accepted: PSD • JPG • PDF • Indesign Please keep image and all graphics to 300 dpi and cmyk color for best quality. If you wish your ad to have a full bleed, please design to measurement edges. All elements of your advertisement will print within the dimensions chosen, anything outside those edges will be ignored. Inquire about frequency discounts.

Web ad sizes & rates

Billboard 970 x 250 pixels \$249

Square 400 x 300 pixels \$99



Skyscaper 300 x 600 pixels \$149

IN 2024, THECATHOLICSUN.COM RECORDED:

- 99,000 total active users
- 166,000 page views for the year
- Our local diocesan audience visitors have engagement rates exceeding 50%

Source: Google Analytics, January 2025

For web ads, the following formats are accepted:
PNG • PSD • JPG • Illustrator • PDF
Please keep image files to 72 (ready) to 300 dpi (working ad files) for best quality.
Working files may be adjusted as needed.











SOLIS is the new quarterly magazine mailed to subscribers of The Catholic Sun as well as Hope Appeal campaign donors across the Diocese of Syracuse. That's an audience of **nearly 20,000** households.

Consider SOLIS as an additional part of your marketing plan and your support of local Catholic journalism.



Contact Mark Klenz at 315-579-0001 or mklenz@thecatholicsun.com

DON'T MISS A CHANCE TO ADVERTISE IN OUR BIWEEKLY DIGITAL UPDATES.

Our Digital Update previews what's coming in the next print edition along with exclusive content and expanded photo coverage of stories and events we cover. Advertising spots are available so don't miss out on these chances to reach more customers!

2025 Catholic Sun press schedule

Topic	ssue date	Ads due
Year In Review / MLK Jr (January 15th birthday)	Jan. 2	Dec. 23
Respect Life	Jan. 16	Jan. 8
Catholic Schools Week	Jan. 30	Jan. 22
Seniors & Aging / Health Care / Black History Month	Feb. 13	Feb. 5
Lent/ Maintaining Winter Health / Multicultural Ministries	Feb. 27	Feb. 19
Social Justice / St Patrick's Day / Pilgrimages / Retirement Planning	March 13	March 5
Lenten Journeys / Spring Cleaning Projects / Celebrating the Laity	March 27	March 19
Easter Mass / Hope Appeal / Older Americans Month	April 10	April 2
Transitional Diaconate & Permanent Diaconate Ordination	April 24	April 16
World Day For Vocations / Mother's Day / Religious Jubilee / Parenting	May 8	April 30
Memorial Day / American Heroes / Seniors & Aging / Missionaries	May 22	May 14
Priest Ordination / Vocations / Summer Recreation	June 5	May 28
Priest Jubilee / Graduation / Juneteenth / Christian Hope	June 19	June 11
Summer Fitness / Youth Events / Growing In the Spirit	July 3	June 25
World Youth Day / Vacation Bible School	July 17	July 9
Pilgrimages / Your Parish / Volunteers	July 31	July 23
NYS Fair / Back To College / Catholic Educators	Aug. 14	Aug. 6
Back To School / Fall Sports	Aug. 28	Aug.20
Hope Appeal / Health Care / Faith In Action Partish & Communities	Sept. 11	Sept. 3
Respect Life / Disability Awareness	Sept. 25	Sept. 17
Worl Missions / Immigrants & Refugees / Propogation Of Faith	Oct. 9	Oct. 1
All Saints / Memorials / Evangelization	Oct. 23	Oct. 15
Safe Environment / Vocations / Health Care/ Black Catholic History Month	Nov. 6	Oct. 29
Thanksgiving / Advent	Nov. 20	Nov. 12
Immaculata Awards 2025	Dec. 4	Nov. 26
Christmas 2025	Dec.18	Dec. 10