

Mark Klenz @ P: (315) 579-0001 • mklenz@thecatholicsun.com • thecatholicsun.com

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.

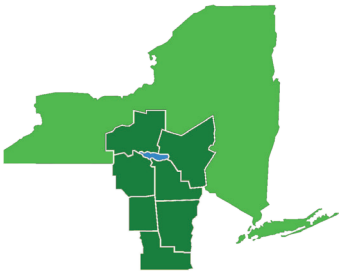
• Established privately in 1892; purchased by the Diocese in 1988.

• 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:

Full page 10 x 15.625 inches (4 columns X 15).....**$1,339**
Half page vertical 4.9 X 15.7 inches (2 columns X 15) **$680**
Half page horizontal 10 x 7.75 inches (4 columns X 7.75) **$680**
Quarter page 4.9 x 7.75 inches (2 columns X 7.75) **$378**
Eighth page 4.9 x 4 inches (2 columns X 4) **$227**
1x1 .....**$44**
1 x 2.....**$80**
1 x 3.....**$125**
2x2 .....**$160**
2x3 .....**$200**

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.

To advertise with the Catholic Sun, contact Mark Klenz
Advertising Coordinator (315) 579-0001 • mklenz@thecatholicsun.com

Web ad sizes & rates

Billboard
970 x 250 pixels
$269

Square
400 x 300
pixels
$107

Skyscaper
300 x 600
pixels
$161

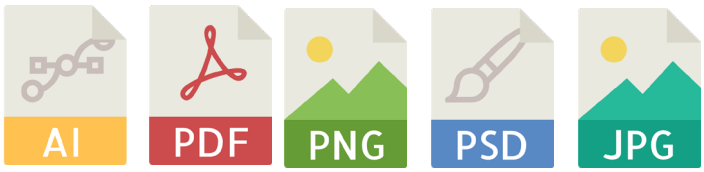


IN 2024, THECATHOLICSUN.COM RECORDED:

- **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.

SOLIS
A CATHOLIC SUN PUBLICATION

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

DON'T MISS A CHANCE TO ADVERTISE IN OUR BI-WEEKLY 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!

2026 Catholic Sun press schedule

Topic	Issue date	Ads due
Year In Review	1-Jan	Dec.24
Respect Life	15-Jan	7-Jan
Catholic Schools Week / Respect Life	29-Jan	21-Jan
Lent / Seniors & Aging / Catholic Schools Week	12-Feb	4-Feb
Pilgrimages / Lent	26-Feb	18-Feb
St. Patrick's Day / Multicultural Ministries	12-Mar	4-Mar
Easter Mass / Celebrating the Laity	26-Mar	18-Mar
Easter Mass / Hope Appeal / Older Americans Month / Special Bridal Section	9-Apr	27-Mar
Deacon Ordination / World Day for Vocations	23-Apr	15-Apr
Religious Jubilee / Mother's Day	7-May	29-Apr
Memorial Day / American Heroes / Seniors & Aging / Missionaries	21-May	13-May
Priest Ordination / Vocations / Summer Recreation	4-Jun	27-May
Priest Jubilee / Graduation / Juneteenth / Christian Hope	18-Jun	10-Jun
Summer Fitness / 4th of July / Parish Garage Sales	2-Jul	24-Jun
World Youth Day / Vacation Bible School	16-Jul	8-Jul
Pilgrimages / Your Parish / Volunteers	30-Jul	22-Jul
NYS Fair / Back To College / Catholic Educators	13-Aug	5-Aug
Back To School / Fall Sports	27-Aug	19-Aug
Hope Appeal / Health Care / Faith In Action Parish & Communities	10-Sep	2-Sep
Respect Life / Disability Awareness	24-Sep	16-Sep
World Mission Sunday / Propogation of Faith / Refugees & Immigrants	8-Oct	30-Sep
Evangelization / All Saints / Memorials	22-Oct	14-Oct
Safe Environment / Vocations / Veteran's Day/Black Catholic History Month	5-Nov	28-Oct
Thanksgiving / Advent	19-Nov	11-Nov
Immaculata Awards 2025	3-Dec	18-Nov
Christmas 2025 / Immaculata Awards	17-Dec	9-Dec