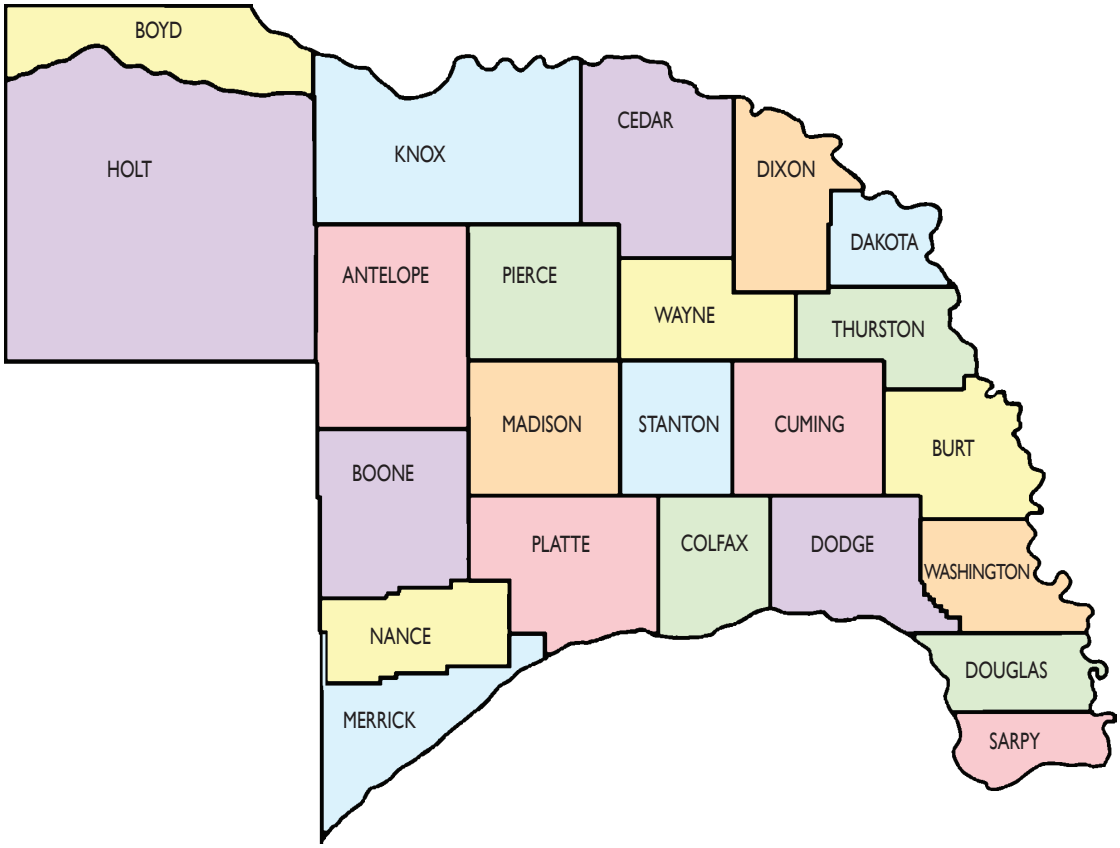
THE ARCHDIOCESE OF OMAHA

CATHOLIC VOICE

2021 ADVERTISING & MEDIA KIT



PRINT

DESIGN

NEW MEDIA

2222 N. 111th St., Omaha, NE 68164
P: 402.558.6611 E: tcvads@archomaha.org W: catholicvoiceomaha.com

The Catholic Voice can help you reach the customers you most want to reach: successful people with good families who have disposable income

FREQUENCY

Published monthly – 12 issues each year.

CIRCULATION

More than 48,000, making the Catholic Voice the third-largest newspaper by circulation in Nebraska.

With a circulation of **more than 48,000 Catholic homes**, including **more than 34,000 households** in the metro Omaha area, the Catholic Voice is the third-largest newspaper in Nebraska.

More than 88 percent of Catholic Voice readers **own their homes,** and about one fourth of all the households **have three or more vehicles**.

More than two-thirds of Catholic Voice readers have **post-secondary education,** and 77 percent have put their children in Catholic schools or parish faith programs.

More than half of our readers have a **household income of more than $60,000**, and Catholic newspaper readers are more than two times as likely to have **careers in top management**.

The Archdiocese of Omaha has 140 parishes and missions with **230,000 Catholics** in northeast Nebraska.

Compared to the general population, Catholic newspaper readers are more than two times as likely to have **savings/CDs and own mutual funds**

The Catholic Voice is **directly mailed** to all of our subscribers and parishes, ensuring your advertising reaches as many customers as possible.

The Catholic Voice publishes **12 issues per year** and features theme issues to better target customers.

The Catholic Voice is the trusted Catholic news source for the Catholic community of northeast Nebraska. Our **nearly 120,000 readers** are Catholic, but they also are consumers who need your products, services and expertise.

The Catholic Voice can bring your business direct into the living rooms of **more than 48,000 Catholic homes** in 23 counties, including **more than 34,000 households** in the metro Omaha area.

Compared to the general population, Catholic newspaper readers are:

- Nearly three times as likely to have **attended/completed graduate school**
- More than two times as likely to have **careers in top management**
- Over two times as likely to have **savings/certificates of deposit and own mutual funds**
- Two times as likely to **dine out regularly**

A survey of households receiving the Catholic Voice shows that the Catholic Voice is **read, trusted and the only Catholic publication** in most of those homes.

- More than 70 percent of our readers spend at least 15 minutes – **many up to an hour or more** – reading each issue of the Catholic Voice
- More than **83 percent** of survey respondents **trust the Catholic Voice** for news and information
- The Catholic Voice is the only Catholic publication in **almost 95 percent** of our households.

We think our readers are pretty special, too. More than 88 percent of our readers **own their homes** and about one fourth of all the households **have three or more vehicles**. More than two-thirds of our readers have **post-secondary education** and nearly half have household **incomes of more than $60,000**.

AD DEADLINES & INFORMATION

• Final deadline for classifieds is noon Tuesday the week before publication (10 days out). The final deadline to reserve space for display ads is 5 p.m. Tuesday the week before publication (10 days out). Final proofs must be submitted by noon Friday the week before publication (seven days out).

• Ad cancellations after noon Thursday the week before publication are not accepted. A composition fee may be charged of up to 50 percent of the space cost on ads composed by the Catholic Voice and canceled after the space reservation deadline.

• All advertising is subject to approval of the newspaper's management. Political or casino advertising is not accepted.

• All advertising must be paid in advance unless credit from management has been given. Payment is due upon receipt of invoice.

• Those eligible for nonprofit rates include organizations based in the Archdiocese of Omaha, including parishes, schools and agencies of the archdiocese. Management reserves the right to determine eligibility.

• Liability for errors shall not exceed the cost of the space occupied by the error. Credit allowances will be made only on the first insertion.

• Advertising agreements, available at the specified volume levels to all advertisers, are for 12 months (12 issues). Agencies may sign agreements on a per client basis, but are not eligible to sign one agreement encompassing all clients within an agency.

• An ROP (run of paper) equivalent of preprinted inserts, special sections or signature advertising will count toward agreement fulfillment.

• Management reserves the right to change rates at any time, but any change will not affect advertisers until the end of the agreement period.

DEADLINES

S	M	T	W	T	F	S
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

Paper publication

Proof corrections: noon

Regular display ads: 5 p.m.
Classfied ads: noon

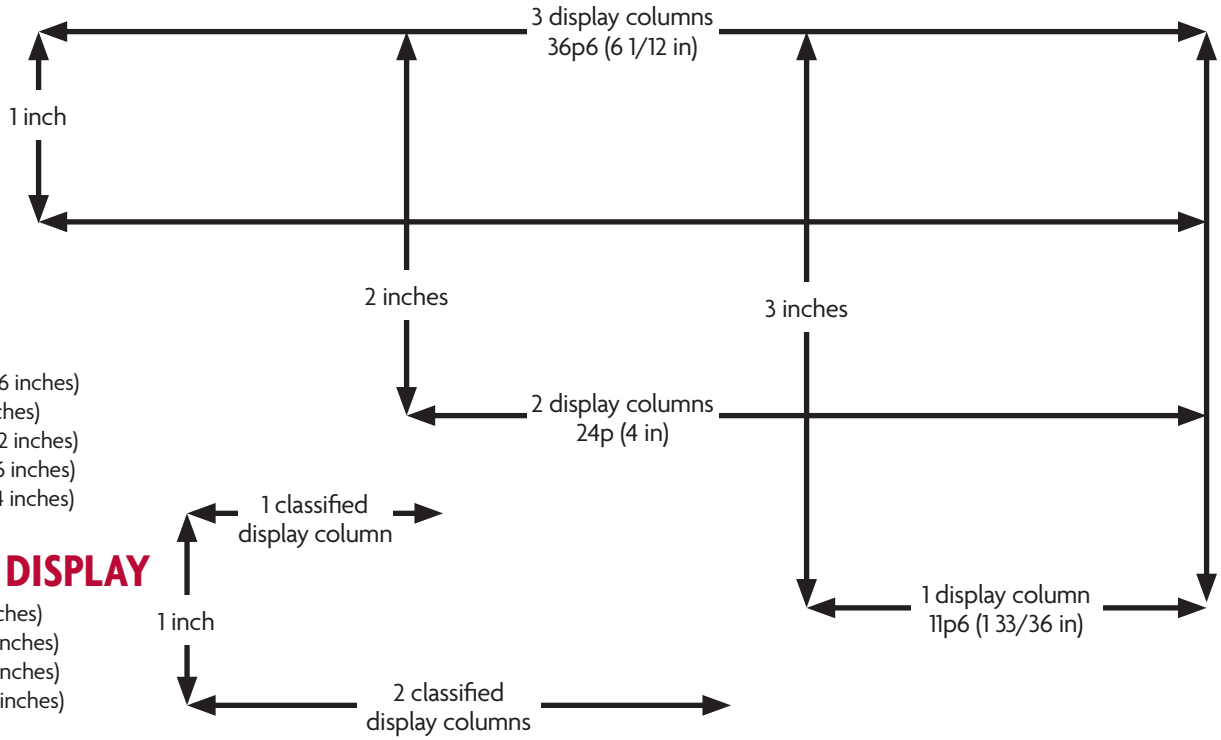
PRODUCTION SPECIFICATIONS

• PDF files, at a minimum of 200 dpi, are preferred. Send to **tcvads@archomaha.org**.

• For in-house ad creation, all art should be attached as .png, .eps, psd, .ai, .pdf, or .jpg and sent to **tcvads@archomaha.org**. We cannot accept .pub files.

AD MEASUREMENTS

Full page depth is 14½ inches, billed 14½ inches. There are five (5) columns on a page and 72½ column inches per page. Advertising exceeding 13½ inches in depth will be charged the full depth of 14½ inches. Advertising is measured by the quarter-inch. Any measurement between quarter-inch ad depths will be charged at the next-highest quarter-inch.



DISPLAY

1 column: 11p6 (1 33/36 inches)
2 column: 24p0 (4 inches)
3 column: 36p6 (6 1/12 inches)
4 column: 49p0 (8 1/6 inches)
5 column: 61p6 (10 1/4 inches)

CLASSIFIED DISPLAY

1 column: 8p (1 1/3 inches)
2 column: 17p (2 5/6 inches)
3 column: 26p (4 1/3 inches)
4 column: 35p (5 5/6 inches)

DISPLAY RATES (all rates are net)

Ad size*	Col. inches	Open rate $35	40-inch rate $32	100-inch rate $30	150-inch rate $28	250-inch rate $25.50	350-inch rate $23.50	450-inch rate $21	550-inch rate $20.50	650-inch rate $19.75	850-inch rate $18.00
2 columns x 2 inches	4	$140	$160	$120	$112	$102	$94	$84	$82	$79	$72
2x3	6	$210	$192	$180	$168	$153	$141	$126	$123	$118.50	$108
2x4	8	$280	$256	$240	$224	$204	$188	$168	$164	$158	$144
2x5	10	$350	$320	$300	$280	$255	$235	$210	$205	$197.50	$180
2x6	12	$420	$384	$360	$336	$306	$282	$252	$246	$237	$216
3x5	15	$525	$480	$450	$420	$382.5	$352.50	$315	$307.50	$296.25	$270
3x8	24	$840	$768	$720	$672	$612	$564	$504	$492	$474	$432
3x10	30	$1,050	$960	$900	$840	$765	$705	$630	$615	$592.5	$540
5x7.25 (half page)	36.25	$1,268.75	$1,160	$1,087.50	$1,015	$924.38	$851.88	$761.25	$743.13	$715.94	$652.50
5x14.5 (full page)	72.5	$2,537.50	$2,320	$2,175	$2,030	$1,848.75	$1,703.75	$1,522.5	$1,486.25	$1,431.88	$1,305

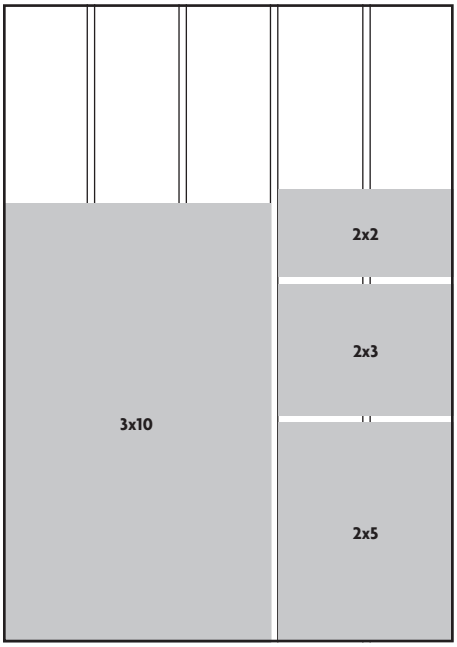
SPECIAL DISPLAY RATES

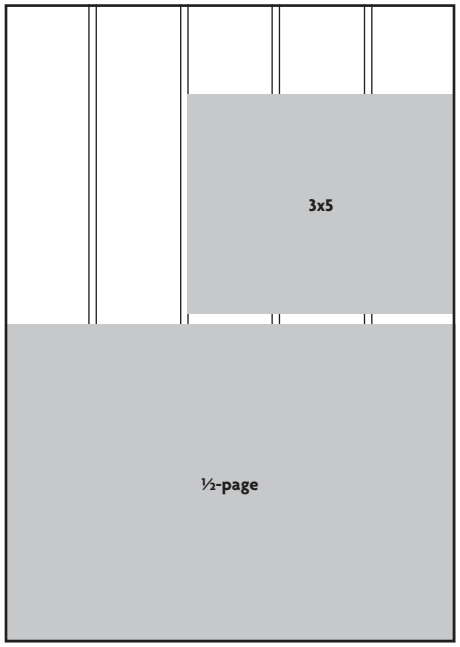
Color rate: Now included
Nonprofit (Church or Church-related): $25/column inch
Nonprofit (secular): $29/column inch

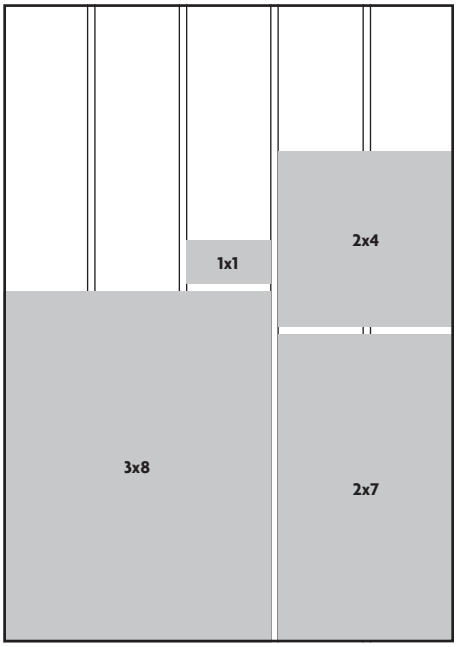
* Ad sizes listed are examples. Ads available in any size from 1 column inch (1 column by 1 inch) to a full page (72.5 column inches). Volume discount ates are based on a 12-month (21-issue) contract.

CLASSIFIED RATES

Display open rates: $24 per column inch
Line rate: $12 for first five lines; $2.25 each additional line
Nonprofit: $21 per column inch
This is an actual-size sample of classified text.







PUBLICATION CALENDAR*

* subject to change

Jan. 22: Year in review
Feb. 19: Lent issue
March 19: General/seasonal news
April 16: Easter issue
May 21: Salute to graduates
June 18: Priest ordination
July 16: General/seasonal news
Aug. 20: General/seasonal news
Sept. 17: General/seasonal news
Oct. 15: General/seasonal news
Nov. 19: Thanksgiving
Dec. 17: Christmas issue/Incarnation

ADVERTISE ONLINE - RATES
catholicvoiceomaha.com

Catholic Voice readers also are going to the web at Catholic Voice Online. And with Catholic Voice Online advertising, you can reach this young, active market. Our website completed an overhaul in 2020, and a variety of exciting ad options are now available. Call today for more information about how online ads can be a part of your Catholic Voice advertising program.

Is there something you would like to see from your Catholic Voice online advertising program? Call 402-558-6611 today to discuss what we can do for you.

600 X 600

Ad Size width x height (in pixels)	Monthly rate
600 x 600	$80 - One to two months $75 - Three to six months $70 - Six to twelve months

BUSINESS CARD DIRECTORY SIZES AND RATES

Full Size 3"X 2"
12 Months: $88 per month, color included
6 Months: $98 per month, color included

Mini-Size: 1-3/8" X 2"
12 Months: $51.50 per month, color included
6 Months: $61.50 per month, color included

A five-percent discount will be applied on schedules paid in advance.

ARCHDIOCESE OF OMAHA DIRECTORY

The Directory provides an excellent venue to showcase your business or organization to a select and responsive audience.

Referenced regularly by 130 parishes, 71 schools, hundreds of homes and dozens of Archdiocesan vendors, the Directory is the official "go-to" guide for priests, parishioners, religious orders and administrative offices with purchasing power.

More than 150 pages of in-depth Archdiocese information can be found, including: agency telephone numbers, clergy and personnel listings, parish mailing addresses and emails, various lay organization information and more.

PERSONNEL

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REPRESENTATIVE

Catholic Press Advertising Service
205 West Monroe St., Ste. 470
Chicago, IL 60606 | catholicpress.org

MISCELLANEOUS

Audit on file with: Catholic Press Association, Nebraska Press Association, and U.S. Postmaster, Omaha

Catholic Voice Historical: Official newspaper of the Archdiocese of Omaha. Established July 17, 1903, and published under the title of The True Voice 1903-1973.

2021 CATHOLIC VOICE DATES & DEADLINES

JANUARY

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MARCH

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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CATHOLIC VOICE PUBLICATION
HOLY DAYS & HOLIDAYS
PROOF CORRECTIONS DUE
DISPLAY AD SPACE & CLASSIFIEDS DUE