

# DENVER CATHOLIC

## FREQUENCY RATE CARD

PAGE SIZE		1/16	1/8	1/4	1/2	Full
<b>FREQUENCY</b>						
<b>Open Rate</b>	<b>Cost Per B&amp;W Ad</b>	\$160.00	\$320.00	\$640.00	\$1,280.00	\$2,560.00
	<b>Add Color</b>	\$23.00	\$45.00	\$90.00	\$180.00	\$350.00
	<b>Total w/ color</b>	\$183.00	\$365.00	\$730.00	\$1,460.00	\$2,910.00
<b>7x Rate</b>	<b>Cost Per B&amp;W Ad</b>	\$152.00	\$304.00	\$608.00	\$1,216.00	\$2,432.00
	<b>Add Color</b>	\$22.00	\$43.00	\$85.00	\$170.00	\$325.00
	<b>Cost Per Color Ad</b>	\$174.00	\$347.00	\$693.00	\$1,386.00	\$2,757.00
<b>13x Rate</b>	<b>Cost Per B&amp;W Ad</b>	\$143.00	\$286.00	\$572.00	\$1,144.00	\$2,288.00
	<b>Add Color</b>	\$20.00	\$40.00	\$80.00	\$160.00	\$300.00
	<b>Cost Per Color Ad</b>	\$163.00	\$326.00	\$652.00	\$1,304.00	\$2,588.00
<b>24x Rate</b>	<b>Cost Per B&amp;W Ad</b>	\$135.00	\$270.00	\$540.00	\$1,080.00	\$2,160.00
	<b>Add Color</b>	\$19.00	\$38.00	\$75.00	\$150.00	\$275.00
	<b>Cost Per Color Ad</b>	\$154.00	\$308.00	\$615.00	\$1,230.00	\$2,435.00
<b>44x Rate</b>	<b>Cost Per B&amp;W Ad</b>	\$127.00	\$254.00	\$508.00	\$1,016.00	\$2,032.00
	<b>Add Color</b>	\$18.00	\$35.00	\$70.00	\$140.00	\$250.00
	<b>Cost Per Color Ad</b>	\$145.00	\$289.00	\$578.00	\$1,156.00	\$2,282.00
<b>Front Page Banners</b>	<b>Including color</b>	\$600.00				

## CLASSIFIED/SERVICE DIRECTORY RATES

Line Ads are \$7.00 per line with a 5 line minimum\*.  
(There are approximately 29 characters per line)

### CLASSIFIED DISPLAY BOX ADS

**Small** \$80\*

**Medium** \$125\*

**Large** \$165\*

Add one color to text for an additional \$15

**LEGAL NOTICES:** Same rates as line ads and box ads.

**PRAYERS:** Line ads at \$7.00 per line\* with a 3 line minimum.

\* Your logo or photo can be added to any Classified or Service Directory ad for an additional \$20 in black & white or \$30 in color.