



Denver Catholic

FREQUENCY RATE CARD

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