



Denver Catholic

FREQUENCY RATE CARD

PAGE SIZE		1/16	1/8	1/6	1/4	1/3	1/2	Full
FREQUENCY								
Open Rate	Cost Per B&W Ad	\$160.00	\$320.00	\$480.00	\$640.00	\$960.00	\$1,280.00	\$2,560.00
	Add Color	\$23.00	\$45.00	\$68.00	\$90.00	\$135.00	\$180.00	\$350.00
	Total w/color	\$183.00	\$365.00	\$548.00	\$730.00	\$1,095.00	\$1,460.00	\$2,910.00
7 x Rate	Cost Per B&W Ad	\$152.00	\$304.00	\$456.00	\$608.00	\$912.00	\$1,216.00	\$2,432.00
	Add Color	\$22.00	\$43.00	\$65.00	\$85.00	\$128.00	\$170.00	\$325.00
	Total w/color	\$174.00	\$347.00	\$521.00	\$693.00	\$1,040.00	\$1,386.00	\$2,757.00
13 x Rate	Cost Per B&W Ad	\$143.00	\$286.00	\$429.00	\$572.00	\$858.00	\$1,144.00	\$2,288.00
	Add Color	\$20.00	\$40.00	\$60.00	\$80.00	\$120.00	\$160.00	\$300.00
	Total w/color	\$163.00	\$326.00	\$489.00	\$652.00	\$978.00	\$1,304.00	\$2,588.00
24 x Rate	Cost Per B&W Ad	\$135.00	\$270.00	\$405.00	\$540.00	\$810.00	\$1,080.00	\$2,160.00
	Add Color	\$19.00	\$38.00	\$57.00	\$75.00	\$113.00	\$150.00	\$275.00
	Total w/color	\$154.00	\$308.00	\$462.00	\$615.00	\$923.00	\$1,230.00	\$2,435.00
44 x Rate	Cost Per B&W Ad	\$127.00	\$254.00	\$389.00	\$508.00	\$762.00	\$1,016.00	\$2,032.00
	Add Color	\$18.00	\$35.00	\$53.00	\$70.00	\$105.00	\$140.00	\$250.00
	Total w/color	\$145.00	\$289.00	\$434.00	\$578.00	\$867.00	\$1,156.00	\$2,282.00
Front Page Banner	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.