Reach a greater audience with Colorado’s largest Catholic magazine

High Impact
The Denver Catholic is a high-quality publication produced eight times per year and distributed to more than 80,000 homes throughout the Archdiocese of Denver and beyond. Our content is designed to both inform readers and impact their lives in profound ways.

Ad Details
Cost is per insertion. All prices are for camera-ready material submitted to the Denver Catholic according to advertising guidelines. The Denver Catholic also offers design and production services for your convenience.

Passionate Readers
Two independent readership audits conducted in similar markets confirmed that the magazine format – which is designed to uplift and inspire through compelling, human-interest stories – is eagerly awaited and devotedly read by a wide range of adult age groups.
Denver Catholic

Over 120 years of service to the Gospel
Establishes credibility in your market
Award-winning content
Appeals to all ages
Full-color ads
Over 120 years of service to the Gospel
Establishes credibility in your market
Award-winning content
High pass-along rate
Proven readership
Comprehensive digital presence
Distributed to more than 80,000 homes
Comments from a range of everyday readers

88% say the magazine helps them feel more connected to their Catholic faith
74% read every issue
65% spend more than 15 minutes with each issue
44% saved an article or issue

"Every time I receive one, our family finds something relevant to living out our faith - a book to read, an event going on in somewhere in the diocese, or a new idea for living our faith at home. Thank you!"

"I read it all week long."

"I read the magazine from cover to cover and found the articles to be interesting and informative. The photos were beautiful!"

"Fabulous stories and news."
What do the advertisers say?

Advertisers are recurring

Advertisers see a return on their ads

Comments from a range of advertisers

“The Denver Catholic is a fantastic platform to market your business. We’ve advertised monthly for years with them, and the results speak for themselves. Mike is wonderful to work with directly and is very quick and accommodating with all our advertising changes and needs. I would highly recommend the Denver Catholic without hesitation.”

Elizabeth Snyder,
Fidelis Catholic Credit Union

“The Gardens at St. Elizabeth values our relationship with the Denver Catholic. Our ad placements always have successful returns and help spread the word about our services to the Catholic community. The Denver Catholic is by far our best advertising source.”

Melissa Santistevan,
Marketing Director,
The Gardens at St. Elizabeth

“Advertising in the Denver Catholic keeps us connected to the heart of the people who care about our mission and want to be active participants in our Catholic community.”

Jean Finegan,
Executive Director, Dominican Home Health Agency
# 2021 Publishing Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>In Home</th>
<th>Advertising Reservation Deadline</th>
<th>Camera-Ready Ad Deadline</th>
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<tbody>
<tr>
<td>February</td>
<td>13-Feb</td>
<td>1/19/2021</td>
<td>1/22/2021</td>
</tr>
<tr>
<td>March</td>
<td>27-Mar</td>
<td>3/1/2021</td>
<td>3/8/2021</td>
</tr>
<tr>
<td>May</td>
<td>22-May</td>
<td>4/30/2021</td>
<td>5/7/2021</td>
</tr>
<tr>
<td>July</td>
<td>10-Jul</td>
<td>6/21/2021</td>
<td>6/25/2021</td>
</tr>
<tr>
<td>September</td>
<td>18-Sep</td>
<td>8/30/2021</td>
<td>9/3/2021</td>
</tr>
<tr>
<td>November</td>
<td>20-Nov</td>
<td>11/1/2021</td>
<td>11/5/2021</td>
</tr>
<tr>
<td>December</td>
<td>18-Dec</td>
<td>11/29/2021</td>
<td>12/3/2021</td>
</tr>
</tbody>
</table>
AD SPECIFICATIONS
FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

1/4 PAGE

CATHOLIC SCHOOLS

3.875” x 5”

FREQUENCY

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Price per Ad Open Rate</th>
<th>Price per Ad 4 ad minimum</th>
<th>Price per Ad 8 ad minimum</th>
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<tbody>
<tr>
<td></td>
<td>$848.12</td>
<td>$788.25</td>
<td>$750</td>
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</table>

PDF Format: Press Quality

Please provide the final PDF file without any printer’s marks.
AD SPECIFICATIONS
FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

1/2 PAGE | VERTICAL WITH BLEED

PDF Format: Press Quality
Please provide the final PDF file without any printer’s marks.
**SPECS**

**1/2 PAGE | VERTICAL WITH BLEED**

**BLEED ZONE: 0.25”**
Please allow 0.25” cutting tolerance all around. Make sure to extend the background images or colors all the way to the edge of the black outline.  
**AD SIZE WITH BLEED**
4.625” x 11.25”

**TRIMMING ZONE**
We do not recommend having borders due to shifting in the cutting process, which may cause borders to appear uneven.  
**FINAL AD SIZE**
4.125” x 10.75”

**SAFE ZONE: 0.25”**
All critical elements (text, images, logos, etc.) must be kept inside the blue box, so they are not cut off.  
**SAFE ZONE SIZE**
3.625” x 10.25”

**PDF Format: Press Quality**
Please provide the final PDF file without any printer’s marks.

*Not the actual size (reduced to 60%)
AD SPECIFICATIONS
FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

1/2 PAGE | HORIZONTAL WITH BLEED
CATHOLIC SCHOOLS

FREQUENCY

<table>
<thead>
<tr>
<th>Price per Ad</th>
<th>Price per Ad</th>
<th>Price per Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>4 ad minimum</td>
<td>8 ad minimum</td>
</tr>
<tr>
<td>Price per Ad</td>
<td>$1,638.24</td>
<td>$1,523.25</td>
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PDF Format: Press Quality
Please provide the final PDF file without any printer’s marks.
PDF Format: Press Quality

Please provide the final PDF file without any printer’s marks.

*Not the actual size (reduced to 80%)
AD SPECIFICATIONS
FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

FULL PAGE | WITH BLEED

8.375” x 10.75”

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>Price per Ad</th>
<th>Price per Ad</th>
<th>Price per Ad</th>
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</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>$3,258.00</td>
<td>$3,030.00</td>
<td>$2,885.00</td>
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<td>4 ad min</td>
<td>$3,030.00</td>
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</tr>
<tr>
<td>8 ad min</td>
<td>$2,885.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PDF Format: Press Quality
Please provide the final PDF file without any printer’s marks.

Full page sample
**BLEED ZONE:**
0.25”
Please allow 0.25” cutting tolerance all around. Make sure to extend the background images or colors all the way to the edge of the black outline.

**AD SIZE WITH BLEED**
8.875” x 11.25”

**TRIMMING ZONE**
We do not recommend having borders due to shifting in the cutting process, which may cause borders to appear uneven.

**FINAL AD SIZE**
8.375” x 10.75”

**SAFE ZONE:**
0.25”
All critical elements (text, images, logos, etc.) must be kept inside the blue box, so they are not cut off.

**SAFE ZONE SIZE**
7.875” x 10.25”

**PDF Format: Press Quality**
Please provide the final PDF file without any printer’s marks.

*Not the actual size (reduced to 55%)
AD SPECIFICATIONS
FULL COLOR | SIX REGULAR ISSUES + TWO SPECIAL ISSUES

DOUBLE TRUCK | WITH BLEED

16.75” x 10.75”

Price for Ad
$6,800

PDF Format: Press Quality
Please provide the final PDF file without any printer’s marks.
**BLEED ZONE:**
- **0.25”**
- Please allow 0.25” cutting tolerance all around.
- Make sure to extend the background images or colors all the way to the edge of the black outline.

**AD SIZE WITH BLEED**
- **17.25” x 11.25”**

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**SAFE ZONE:**
- **0.25”**
- All critical elements (text, images, logos, etc.) must be kept inside the blue box, so they are not cut off.

**SAFE ZONE SIZE**
- **16.25” x 10.25”**

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**TRIMMING ZONE**
We do not recommend having borders due to shifting in the cutting process, which may cause borders to appear uneven.

**FINAL AD SIZE**
- **16.75” x 10.75”**

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**PDF Format: Press Quality**
Please provide the final PDF file without any printer’s marks.

*Not the actual size*
Online ad prices are based on buying the ad for a month.

- **Upper Banner**
  - Size: 680 x 120 px
  - Price: $400

- **Right Rectangle Tile**
  - Size: 300 x 250 px
  - Price: $350

- **Left Rectangle Tile**
  - Size: 300 x 250 px
  - Price: $350

- **Lower Banner**
  - Size: 680 x 120 px
  - Price: $250
CLASSIFIED AND SERVICE DIRECTORY ADVERTISING

For information please contact 303-715-3230

CLASSIFIED/ SERVICE DIRECTORY RATES

Line Ads are $7.00 per line with a 5-line minimum.
(There are approximately 38 characters per line).
Logo or photo can be added for an additional charge.

PRAYERS

Line Ads are $7.00 per line with a 3-line minimum.

Obituaries, memorials & prayers
Thank you

Michael O’Neill
Advertising Manager
Denver Catholic & El Pueblo Católico

303.715.3253
michael.oneill@archden.org

1300 S. Steele St.
Denver, CO 80210

denvercatholic.org
elpueblocatolico.org

Billing and Credit terms
Net 30 days. We accept credit card payments through VISA, MasterCard, or Discover, and payment by check.

We offer ad creation free of charge, including 2 revisions. Any changes after the second revise will be charged at the rate of $25 per subsequent revision.