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

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

Comments from a range of everyday readers

“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 the magazine from cover to cover and found the articles to be interesting and informative. The photos were beautiful!”

“I read it all week long.”

“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,
CEO, Emmaus Catholic Hospice
## 2023 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>10-Feb</td>
<td>1/27/2023</td>
<td>1/20/2023</td>
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<tr>
<td>March</td>
<td>31-Mar</td>
<td>3/6/2023</td>
<td>3/10/2023</td>
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<tr>
<td>April</td>
<td>28-Apr</td>
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<td>4/7/2023</td>
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<tr>
<td>June</td>
<td>2-Jun</td>
<td>5/18/2023</td>
<td>5/12/2023</td>
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<td>August</td>
<td>4-Aug</td>
<td>7/10/2023</td>
<td>7/14/2023</td>
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<td>October</td>
<td>6-Oct</td>
<td>9/11/2023</td>
<td>9/15/2023</td>
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<tr>
<td>November</td>
<td>17-Nov</td>
<td>10/23/2023</td>
<td>10/27/2023</td>
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<tr>
<td>December</td>
<td>15-Dec</td>
<td>11/20/2023</td>
<td>11/22/2023</td>
</tr>
</tbody>
</table>
PRINT AD SPECIFICATIONS
FULL COLOR | PUBLISHED EIGHT TIMES A YEAR

1/4 PAGE

CATHOLIC SCHOOLS

FREQUENCY

<table>
<thead>
<tr>
<th>Price per Ad</th>
<th>Frequency</th>
<th>Price per Ad</th>
<th>Frequency</th>
<th>Price per Ad</th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>3.875&quot;</td>
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<td>$825.00</td>
<td>5&quot;</td>
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<td>990.00</td>
<td>4 ad minimum</td>
<td>990.00</td>
<td>4 ad minimum</td>
<td>990.00</td>
<td>4 ad minimum</td>
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</table>

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

1/4 page sample

LAST UPDATED FEBRUARY 2023
# PRINT AD SPECIFICATIONS

**FULL COLOR | PUBLISHED EIGHT TIMES A YEAR**

## 1/2 PAGE | VERTICAL WITH BLEED

**FREQUENCY**

<table>
<thead>
<tr>
<th>Price per Ad</th>
<th>Price per Ad</th>
<th>Price per Ad</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>$1,914.00</td>
<td>$1,834.25</td>
<td>$1,595.00</td>
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</table>

**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 60%)
PRINT AD SPECIFICATIONS
FULL COLOR | PUBLISHED EIGHT TIMES A YEAR

1/2 PAGE | HORIZONTAL WITH BLEED

CATHOLIC SCHOOLS

FREQUENCY

<table>
<thead>
<tr>
<th>Price per Ad</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
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<td>$1,834.25</td>
<td>$1,595.00</td>
</tr>
</tbody>
</table>

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

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

*Not the actual size (reduced to 80%)*
PRINT AD SPECIFICATIONS
FULL COLOR | PUBLISHED EIGHT TIMES A YEAR

FULL PAGE | WITH BLEED

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>
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<td>$3,808.25</td>
<td>$3,649.53</td>
<td>$3,173.50</td>
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</table>

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

FULL PAGE | 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
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%)
PRINT AD SPECIFICATIONS
FULL COLOR | PUBLISHED EIGHT TIMES A YEAR

DOUBLE TRUCK | WITH BLEED

Price for Ad
$6,800

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

SPECS

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”

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”

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”

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

*Not the actual size
Go digital

Reach a large audience of passionate readers with an affordable price tag with our new digital advertising experience.
DIGITAL AD SPECIFICATIONS

BILLBOARD

File Size
1600x450 px

File Format
PNG or JPG
72 dpi

Price for Ad per Month
$780

Billboard sample
**Letterhead**

- **File Size**: 800x140 px
- **File Format**: PNG or JPG
- **72 dpi**
- **Price for Ad per Month**: $525
DIGITAL AD SPECIFICATIONS

HALF BANNER

File Size
400x140 px

File Format
PNG or JPG
72 dpi

Price for Ad per Month
$275

Half Banner sample
DIGITAL AD SPECIFICATIONS

**SQUARE**

- **File Size**: 500x500 px
- **File Format**: PNG or JPG
- **72 dpi**
- **Price for Ad per Month**: $350
DIGITAL AD SPECIFICATIONS

VERTICAL BANNER

File Size
500x1000 px

File Format
PNG or JPG
72 dpi

Price for Ad per Month
$600
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

Classified / Service Directory
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.