

THE CATHOLIC REGISTER

Media Kit 2019

Advertising information

The Catholic Register

Reach more than **100,000 people a week** by advertising with Canada's oldest and largest Catholic news source.

Published continuously since 1893, the award-winning Catholic Register newspaper now has several digital platforms which make it the most popular Catholic news outlet in Canada.

The Register was named in 2019 as Canada's best religious newspaper and has been crowned as the best national Catholic newspaper in North America. The newspaper reaches more than 70,000 readers per issue and our website, social media, digital edition and newsletter are supported by more than 30,000 people each week.

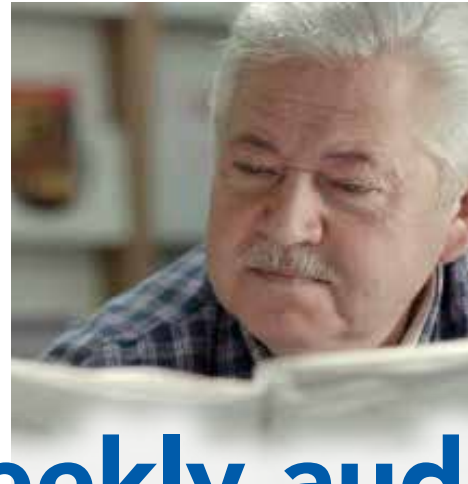
Published 47 times a year (weekly except biweekly in July and August), The Register has 34,000 print subscribers in homes and churches across Canada, with a concentration in Southern Ontario.



The Catholic Register offers a wide variety of advertising options — including newspaper display ads, pre-printed inserts, banner and big box website ads, plus digital newspaper and newsletter ads — which let advertisers build a package across our print and digital platforms to suit their particular budget and needs.

**For further details and to place your ads, contact: Nicole Gomes
email: ngomes@catholicregister.org or 416.934.3410 x412**

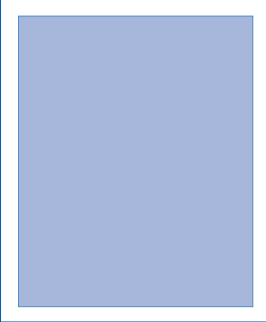
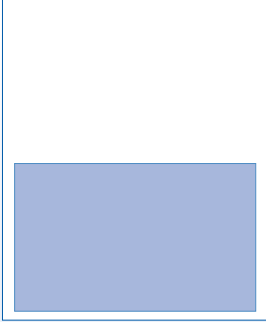
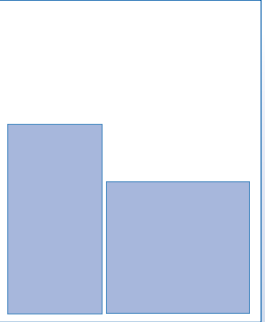
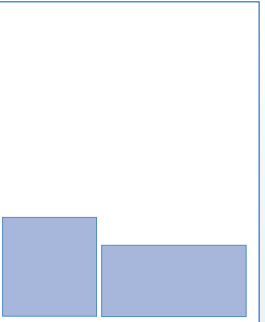

Note: As a registered charity, The Catholic Register does not charge HST on advertising.



100,000+ weekly audience

Print Ads - Standard Sizes

Reach 70,000+ weekly readers when you choose one of our standard size and premium placement newspaper ads.

				
Full Page 10.25" x 12.5"	Half Page 10.25" x 6.25"	Quarter Page 4"x 8.25" or 6" x 5.5"	Eighth Page 4"x4" or 6" x 2.75"	Business Card 4"x 2"
\$2,362.50	1,181.25	603.75	297.50	140.00

****Prices shown are for standard black/white printing. For colour add \$250.00*

****Your ads also appear in our Digital Edition. Add a link to your website for just \$50.00*

Ad Specifications

File formats: PDF, JPEG, TIFF

Colour: Set to CMYK

File size: Minimum 300 dpi

Fonts: Ensure they are imbedded

Include: All image files and fonts

Frequency Discounts

3-6 insertions, save 10%


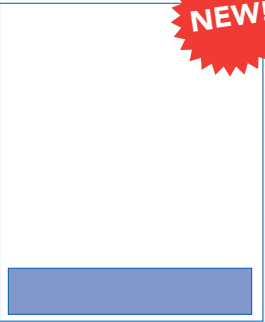
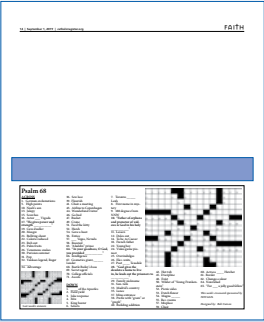
7-12 insertions, save 20%

13+ insertions, save 25%

(Must be completed within 12 months)

Print Ads - Premium placements

Maximize your exposure with these **NEW** premium placements.

		
Page 1 6.5"x 1.5"	Page 2 10.25"x2"	Crossword 10.25"x1"
\$800.00 (Colour only)	450.00	175.00

****Page 2 and Crossword page prices are for standard black/white printing. For colour add \$250.00*

**PS: Need help designing your print or digital ads? Ask Nicole about our design services:
Nicole Gomes email:ngomes@catholicregister.org or 416.934.3410 x412**

Inserts

Let The Catholic Register deliver your pre-printed material for as low as \$125 per thousand based on size and weight.

Ask Nicole for details.



Website

The screenshot shows the Catholic Register website layout. Callouts point to the following elements:

- Banner:** Located at the top right of the page.
- Leaderboard (a):** Located on the left side, above the main article.
- Big Box:** Located on the right side, featuring a '175' anniversary graphic.
- Leaderboard (b):** Located at the bottom of the page.

Banner	550px x 70px
P/Week	\$200.00
P/Month	\$700.00
Big Box	300px x 250px
P/Week	\$350.00
P/Month	\$1200.00
Button	150px x 90px
P/Week	N/A
P/Month	\$250.00
Leaderboard (a)	825px x 65px
P/Week	\$450.00
P/Month	\$1,600.00
Leaderboard (b)	825px x 65px
P/Week	\$400.00
P/Month	\$1,400.00

File formats accepted: PDF, JPEG, PNG

12,000 unique visitors/week

Digital Edition



Our Digital Edition is a complete replica of the print issue of The Catholic Register available in digital format, which means the entire paper can be read — anywhere, anytime — on your smart-phone, tablet, laptop or desktop computer.

Ads to be inserted into the Digital Edition are Full Page / Half Page and colour only.

Full Page \$150.00 **Half Page** \$85.00

File formats: PDF, JPEG, TIFF

Newsletter/Social Media

Our newsletter is delivered twice weekly to almost 5,000 opt-in readers. Our Facebook likes and Twitter and Instagram followers account for up to 15,000 more people interacting regularly with The Catholic Register.



Newsletter Ad

Save up to 40% with multiple insertions.

1x	2x	3x	10x	20+
\$100.00	\$90 ea	\$80 ea	\$70 ea	\$60 ea

More than 20,000 weekly interactions on digital platforms

NEW! Print + Digital Packages

Ask Nicole about our new multi-platform packages that provide maximum exposure at a great price on ad campaigns that reach more than 90,000 people per week across our newspaper, website, digital edition and newsletter. Here is a sample of how using a one-week package of print and digital ads can provide maximum exposure and significant savings.



Nicole Gomes
ngomes@catholicregister.org
416.934.3410 x412

Print+Digital 1-week package	Full Price	You pay
Newspaper - Full page colour	\$2,612.50	\$2,350.00
Website - Big Box	350.00	250.00
Digital Edition - Full page	150.00	100.00
Newsletter - 2 newsletters	180.00	100.00
	\$3,292.50	\$2,800.00