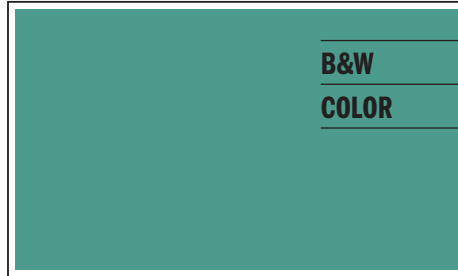


# AD RATES \* AND SIZES

Contact Becki Davis at (719) 866-6519  
or rdavis@coloradocatholicherald.com

## CENTER SPREAD

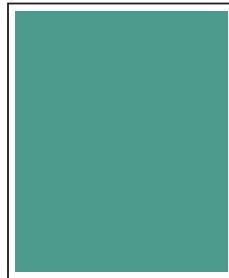
10 COL X 13.5 [20" X 13.5"]



	OPEN	3X	6X	12X
<b>B&amp;W</b>	\$ 2,500	\$ 2,125	\$ 1,750	\$ 1,000
<b>COLOR</b>	\$ 3,000	\$ 2,625	\$ 2,250	\$ 1,500

## FULL PAGE

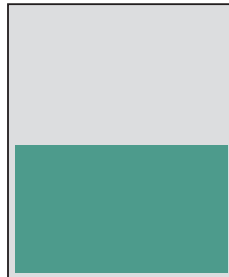
5 COL X 13.5" [10" X 13.5"]



	OPEN	3X	6X	12X
<b>B&amp;W</b>	\$ 1,200	\$ 1,050	\$ 900	\$ 500
<b>COLOR</b>	\$ 1,450	\$ 1,300	\$ 1,150	\$ 750

## HALF PAGE

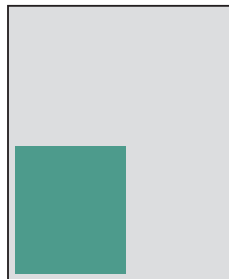
5 COL X 7.0" [10" X 7.0"]



	OPEN	3X	6X	12X
<b>B&amp;W</b>	\$ 650	\$ 575	\$ 490	\$ 300
<b>COLOR</b>	\$ 900	\$ 825	\$ 740	\$ 550

## QUARTER PAGE

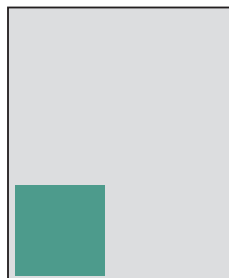
3 COL X 5.5" [5.9444" X 5.5"]



	OPEN	3X	6X	12X
<b>B&amp;W</b>	\$ 400	\$ 350	\$ 300	\$ 200
<b>COLOR</b>	\$ 500	\$ 450	\$ 400	\$ 300

## EIGHTH PAGE

2 COL X 4.0" [3.9167" X 4.0"]



	OPEN	3X	6X	12X
<b>B&amp;W</b>	\$ 180	\$ 160	\$ 135	\$ 90
<b>COLOR</b>	\$ 240	\$ 220	\$ 195	\$ 150



## CLASSIFIED ADS

1.89" X 1" \$18 [ PER LINE INCH ]

## PRODUCTION DETAILS:

\*All prices listed are **PER ISSUE** and include graphic design services. Deadline for insertions is the Friday prior to publication date. Ads are subject to approval. For electronic ad files: PDFs are preferred (created at 300dpi in CMYK color mode). The *Herald* accepts pre-printed inserts. Cost is \$50/1,000 for a full run; \$75/1,000 for zoned. Inserts should be delivered to *The Pueblo Chieftain* two weeks in advance of the desired publication date.

Ad widths:  
1 col = 1.89999"  
2 col = 3.9167"  
3 col = 5.9444"  
4 col = 7.9722"  
5 col = 10"

**DISPLAY ADS-Non-Standard Size**  
**\$17 [ PER COLUMN INCH ]**