

# The HERALD ADVERTISING RATES & SCHEDULE

## AD GUIDELINES

### Cost is per insertion.

All prices are for camera-ready material submitted to the Herald according to standard printing specifications. The Herald also offers design and production services for your convenience at no extra charge.

## TERMS AND CONDITIONS

- The Herald reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.
- All copy is subject to the approval of the Herald.
- The Herald reserves the right to insert the word "advertisement" above or below any copy.
- We reserve the right to adjust advertising rates at any time upon 30 days written notice.
- Cancellations or changes in orders may not be made by the advertiser nor its agency after the reservation closing date.
- Positioning of advertisements is at the discretion of the Herald, except for cover and premium position ads.

## BILLING AND CREDIT TERMS

Payment terms are net 30 days. Credit card payments subject to 2% surcharge, effective 7/01/2026. To avoid surcharge, pay with debit card or check.

## PRINTING SPECIFICATIONS

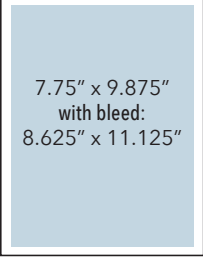
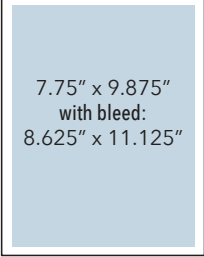
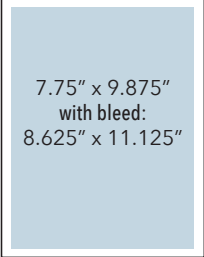
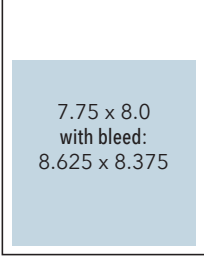
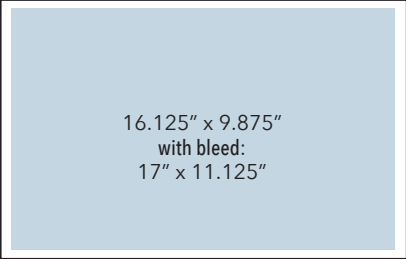
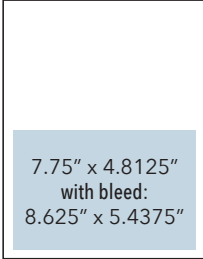
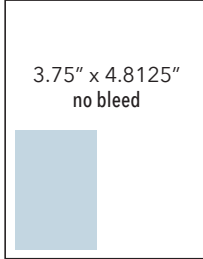
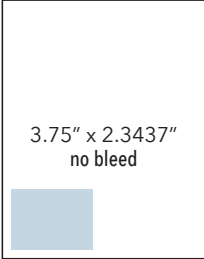
Preferred file format: PDF with embedded fonts (set distiller to "Press Quality"). Ads can also be accepted in EPS and JPEG file formats.

- All ads must be exact size at 100%, 300 dpi.
- **Submit files by email to:** [rdavis@coloradocatholicherald.com](mailto:rdavis@coloradocatholicherald.com)

## DELIVERY ADDRESS FOR INSERTS:

Publication Printers  
2001 S. Platte River Dr.  
Denver, CO 80223

## STANDARD AD SIZES • PRICES LISTED ARE PER ISSUE • FULL COLOR • 6 ISSUES PER YEAR

|                                                                                                                                              |                                                                                                                                                 |                                                                                                                                                |                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>7.75" x 9.875"<br/>with bleed:<br/>8.625" x 11.125"</p> |  <p>7.75" x 9.875"<br/>with bleed:<br/>8.625" x 11.125"</p>   |  <p>7.75" x 9.875"<br/>with bleed:<br/>8.625" x 11.125"</p> |  <p>7.75" x 8.0<br/>with bleed:<br/>8.625" x 8.375"</p> |
| <b>FULL PAGE</b>                                                                                                                             | <b>INSIDE FRONT COVER</b>                                                                                                                       | <b>INSIDE BACK COVER</b>                                                                                                                       | <b>BACK COVER</b>                                                                                                                          |
| 1X 3X 6X<br>\$1,200 \$1,000 \$800                                                                                                            | 1X 3X 6X<br>\$1,350 \$1,200 \$1,100                                                                                                             | 1X 3X 6X<br>\$1,300 \$1,000 \$900                                                                                                              | 1X 3X 6X<br>\$900 \$750 \$600                                                                                                              |
|  <p>16.125" x 9.875"<br/>with bleed:<br/>17" x 11.125"</p> |  <p>7.75" x 4.8125"<br/>with bleed:<br/>8.625" x 5.4375"</p> |  <p>3.75" x 4.8125"<br/>no bleed</p>                       |  <p>3.75" x 2.3437"<br/>no bleed</p>                   |
| <b>DOUBLETRUCK</b>                                                                                                                           | <b>HALF PAGE</b>                                                                                                                                | <b>QUARTER PAGE</b>                                                                                                                            | <b>EIGHTH PAGE</b>                                                                                                                         |
| 1X 3X 6X<br>\$1,800 \$1,600 N/A                                                                                                              | 1X 3X 6X<br>\$600 \$550 \$500                                                                                                                   | 1X 3X 6X<br>\$350 \$300 \$250                                                                                                                  | 1X 3X 6X<br>\$150 \$125 \$100                                                                                                              |

## THE HERALD - STANDARD AD RATES

**CLASSIFIED:** \$20 per column inch / 1.25" column width  
**FULL RUN INSERTS:** \$50 per 1,000

## THE HERALD - STANDARD DIGITAL AD RATES

| WEBSITE                              | SIZE              | COST PER MONTH | COST FOR 12 MONTHS |
|--------------------------------------|-------------------|----------------|--------------------|
| Rotating Banner Ad on Herald Website | 1134 x 166 Pixels | \$60           | \$500              |

| 2026-27 MAGAZINE ISSUES | AD RESERVATION DEADLINE | AD/ARTICLE SUBMISSION DEADLINE | MAIL DATE  |
|-------------------------|-------------------------|--------------------------------|------------|
| August 2026             | 7/10/2026               | 7/17/2026                      | 7/31/2026  |
| October 2026            | 9/4/2026                | 9/16/2026                      | 9/30/2026  |
| December 2026           | 11/6/2026               | 11/11/2026                     | 11/20/2026 |
| February 2027           | 1/8/2027                | 1/15/2027                      | 1/30/2027  |
| April 2027              | 3/5/2027                | 3/12/2027                      | 3/25/2027  |
| June 2027               | 5/7/2027                | 5/14/2027                      | 5/28/2027  |

FOR AD SUBMISSIONS AND QUESTIONS, PLEASE CONTACT: **Becki Davis at 719-866-6519 or [rdavis@coloradocatholicherald.com](mailto:rdavis@coloradocatholicherald.com)**