

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

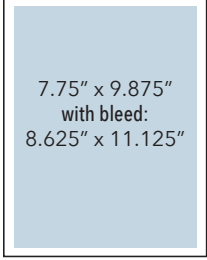
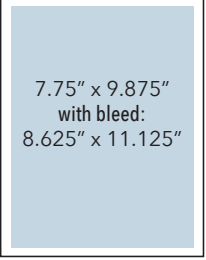
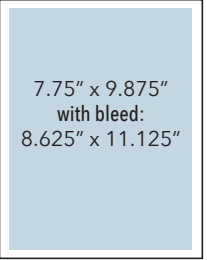
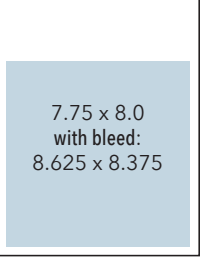
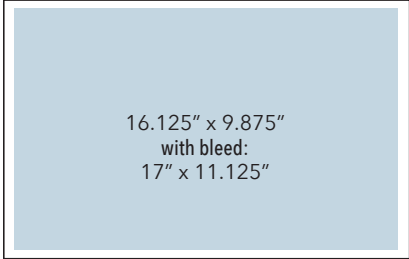
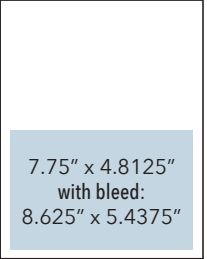
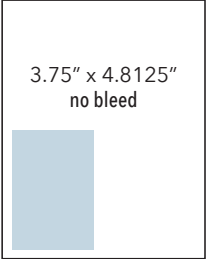
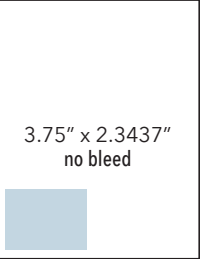
Preferred file format: PDF with embedded fonts (set distiller to "Press Quality"). Ads can also be accepted in EPS and JPEG file formats.

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

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

| | | | |
|---|--|---|---|
|  |  |  |  |
| FULL PAGE | INSIDE FRONT COVER | INSIDE BACK COVER | BACK COVER |
| $\frac{1X}{\$1,200}$ $\frac{3X}{\$1,000}$ $\frac{6X}{\$800}$ | $\frac{1X}{\$1,350}$ $\frac{3X}{\$1,200}$ $\frac{6X}{\$1,100}$ | $\frac{1X}{\$1,300}$ $\frac{3X}{\$1,000}$ $\frac{6X}{\$900}$ | $\frac{1X}{\$900}$ $\frac{3X}{\$750}$ $\frac{6X}{\$600}$ |
|  |  |  |  |
| DOUBLETRUCK | HALF PAGE | QUARTER PAGE | EIGHTH PAGE |
| $\frac{1X}{\$1,800}$ $\frac{3X}{\$1,600}$ $\frac{6X}{N/A}$ | $\frac{1X}{\$600}$ $\frac{3X}{\$550}$ $\frac{6X}{\$500}$ | $\frac{1X}{\$350}$ $\frac{3X}{\$300}$ $\frac{6X}{\$250}$ | $\frac{1X}{\$150}$ $\frac{3X}{\$125}$ $\frac{6X}{\$100}$ |

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**