

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.

PRINTING SPECIFICATIONS

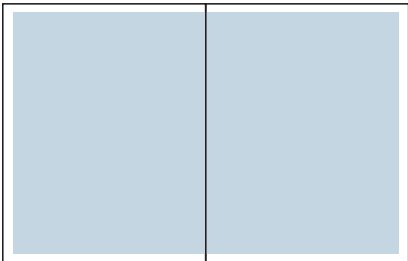
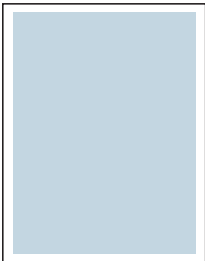
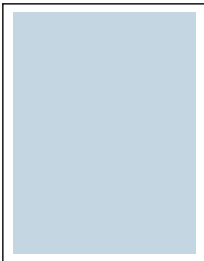
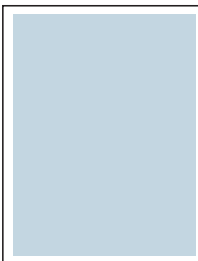
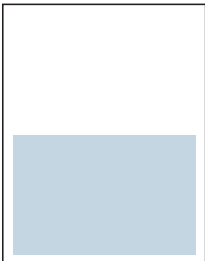
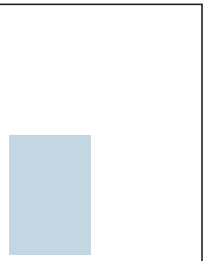
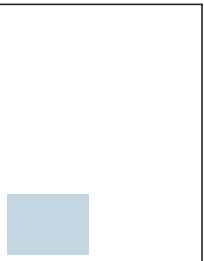
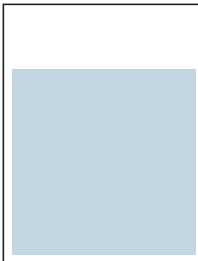
Preferred file format: PDF with embedded fonts (set distiller to "Press Quality"). Ads can also be accepted in EPS and JPEG file formats.

- 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 • PER ISSUE COST • FULL COLOR • 6 ISSUES PER YEAR

			
DOUBLETRUCK 16.125" x 9.875" with bleed: 17" x 11.125"	FULL PAGE 7.75" x 9.875" with bleed: 8.625" x 11.125"	INSIDE FRONT COVER 7.75" x 9.875" with bleed: 8.625" x 11.125"	INSIDE BACK COVER 7.75" x 9.875" with bleed: 8.625" x 11.125"
			
HALF PAGE 7.75" x 4.8125" with bleed: 8.625" x 5.4375"	QUARTER PAGE no bleed 3.75" x 4.8125"	EIGHTH PAGE no bleed 3.75" x 2.3437"	BACK COVER 7.75" x 8.375" with bleed: 8.625" x 8.375"

	1X	3X	6X
DOUBLETRUCK (With Bleed)	\$1,800	\$1,600	N/A
INSIDE FRONT COVER (With Bleed)	\$1,350	\$1,200	\$1,000
INSIDE BACK COVER	\$1,300	\$1,100	\$900
FULL PAGE ADS { FULL PAGE (With Bleed)	\$1,200	\$1,000	\$800
BACK COVER (With Bleed)	\$900	\$750	\$600
EIGHTH PAGE HORIZONTAL (No Bleed)	\$150	\$125	\$100
CLASSIFIED	\$20 per column inch / 1.25" column width		
FULL-RUN INSERTS:	\$50 per 1,000		

2025-26 MAGAZINE ISSUES	AD RESERVATION DEADLINE	AD/ARTICLE SUBMISSION DEADLINE	MAIL DATE
September/October	8/29/25	9/05/25	9/19/25
November/December	10/31/25	11/7/25	11/21/25
January/February 2026	1/02/26	1/09/26	1/23/26
March/April 2026	2/27/26	3/06/26	3/20/26
May/June 2026	5/01/26	5/08/26	5/22/26
July/August 2026	7/03/26	7/10/26	7/24/26

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

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