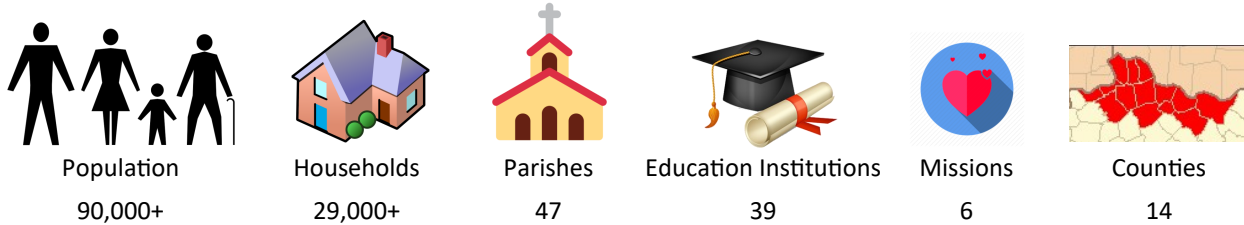


The *Messenger* is the Catholic Newspaper of the Diocese of Covington. For 93+ years the *Messenger* has serviced the Diocese of Covington reporting on the development and growth of the faith formation and has been a source of Catholic information and inspiration. The *Messenger* is a subscription based publication delivered weekly (44 times a year) to the Catholic population of the Diocese of Covington.

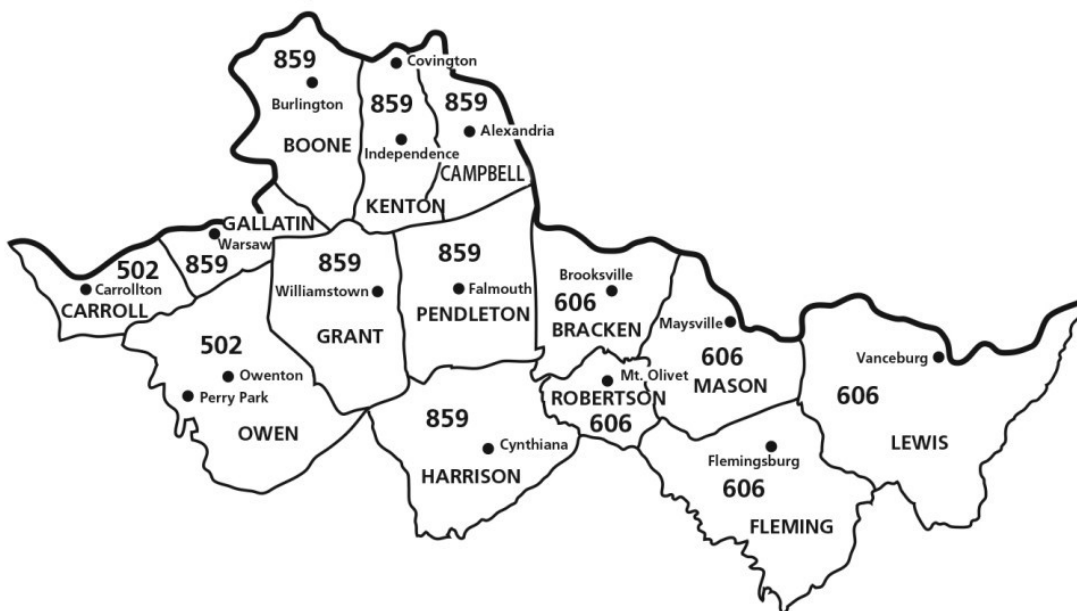


The *Messenger* is mailed via the United States Postal Service and is hand delivered to mailboxes, not thrown in driveways or bushes. In addition current and past issues are also available on-line at [www.covdio.org/messenger](http://www.covdio.org/messenger).

*Messenger* advertising rates are an excellent value when compared to other print media.

The diocese contains 47 parishes and 6 missions in 14 counties, the majority of which are concentrated in **Boone, Kenton, and Campbell** counties. The Catholic population of the Diocese of Covington is over 90,000 (approximately 20% of the population it encompasses).

The Diocese of Covington contains 39 educational institutions. They are administered either independently, by the diocesan schoolboard, by the parish with which they are affiliated, or by a religious order. In total, in 2013 there were 14,284 students under Catholic instruction.



## Common Ad Sizes and Rates (Effective 1/1/2023)

Discount rates based on volume.  
ALL ADS SUBJECT TO ADVERTISING POLICY.

2 COLUMN = 3.25"

Width		Height	Cost	
3.25 "	X	1.0"	\$30.06	
3.25"	X	1.5"	\$45.09	
3.25"	X	2.0"	\$60.13	
3.25"	X	2.5"	\$75.16	
3.25"	X	3.0"	\$90.19	
3.25"	X	4.0"	\$120.25	
3.25"	X	4.875"	\$146.56	1/8 page

3 COLUMN = 5"

Width		Height	Cost	
5.0"	X	3.25"	\$146.56	1/8 page
5.0"	X	4.0"	\$180.38	
5.0"	X	5.0"	\$225.47	
5.0"	X	6.5"	\$254.33	1/4 page

4 COLUMN = 6.75"

Width		Height	Cost	
6.75"	X	4.875"	\$254.33	1/4 page
6.75"	X	6.5"	\$339.09	1/3 page
6.75"	X	9.75"	\$484.94	1/2 page

6 COLUMN = 10.25"

Width		Height	Cost	
10.25"	X	6.5"	\$484.94	1/2 page
10.25"	X	13.0"	\$913.83	full page

## PREPRINTED INSERT RATE

**\$1,373.68**

29,000 preprinted inserts must be supplied to printer 14 days in advance of issue date.

ALL INSERTS ARE SUBJECT TO APPROVAL.

## Yearly Shoppers Guide Rates

Business Guide Listing (3.25"x2.0")

12x year, monthly (12 ads) = \$568.42

24x year, bi-monthly (24 ads) = \$1071.16

44x year, weekly (44 ads) = \$1945.26

or

Business Guide Listings (3.25"x1.0")

12x year, monthly (12 ads) = \$2298.11

24x year, bi-monthly (24 ads) = \$568.42

44x year, weekly (44 ads) = \$981.89

## Classified Listings

All classified listings are 2 column x height needed.  
Refer to 2 column ad sizes (top left) for rates.  
2 column x 1" = approx. 28 words or 4 lines + heading

## Upgrade to Color

1/8 page or smaller add \$90.00

Other sizes add \$175.00

Discount rates apply to ad space used in a 12 month period.

Inches.....Rate	Inches.....Rate
1-16.....\$15.03	78-179.....\$11.72
17-38.....\$13.04	180-299.....\$11.17
39-77.....\$12.43	300-499.....\$10.66

Discounted rates based on volume of ads ran, call or email for quote.

## 2023 PUBLICATION SCHEDULE

ISSUE DATE	DEADLINE
January 6	December 29
January 13	January 5
January 20	January 12
<b>January 27*</b>	<b>January 19</b>

February 3	January 26
<b>February 10*</b>	<b>February 2</b>
February 17	February 9
February 24	February 16

March 3	February 22
March 10	March 1
<b>March 17*</b>	<b>March 8</b>
March 24	March 15
March 31	March 22
<b>April 7*</b>	<b>March 29</b>
<b>April 21*</b>	<b>April 12</b>
<b>April 28*</b>	<b>April 19</b>

ISSUE DATE	DEADLINE
<b>May 5*</b>	<b>April 26</b>
May 12	May 3
May 19	May 10
<b>May 26*</b>	<b>May 17</b>

June 2	May 24
June 16	June 7
June 30	June 21
July 14	July 05
July 28	July 19

August 11	August 2
<b>August 18*</b>	<b>August 9</b>
August 25	August 16

ISSUE DATE	DEADLINE
September 1	August 23
September 8	August 30
September 15	September 6
September 22	September 13
September 29	September 20

<b>October 6*</b>	<b>September 27</b>
<b>October 13*</b>	<b>October 4</b>
<b>October 20*</b>	<b>October 11</b>
<b>October 27*</b>	<b>October 18</b>

<b>November 3*</b>	<b>October 25</b>
November 10	November 1
November 17	November 8
<b>November 24*</b>	<b>November 15</b>

December 1	November 22
December 8	November 29
<b>December 15*</b>	<b>December 6</b>

\* Supplement in this issue

## 2023 SUPPLEMENT SCHEDULE

Issue Date	Supplement	Description
<b>January 27</b>	Catholic Schools Week	Highlighting diocesan schools through articles, photos, and events
<b>February 10</b>	Wedding **	Married life in the Catholic Church
<b>March 17</b>	Senior Living**	Focus on retirement, lifestyle and care options for seniors
<b>April 7, 21, 28, May 5</b>	Spring Home Improvement	An opportunity for business to reach readers with spring services and specials
<b>May 26</b>	Grief **	Loss of loved ones, funeral planning and diocesan cemeteries
<b>August 18</b>	Back To School	Welcoming students and staff back to school
<b>October 6</b>	Respect Life	A celebration of Respect Life Month
<b>Oct. 13,20,27, Nov. 3</b>	Fall Fix-up	An opportunity for business to reach readers with fall services and specials
<b>November 3</b>	Vocation Week	National Vocation Awareness Week
<b>November 24</b>	Health & Wellness**	Focus on health and wellness
<b>December 15</b>	Christmas Greeting's	An opportunity to wish readers a blessed Christmas

\*\* Accepting article submission with minimum of a 1/4 page advertisement (content relative to supplement, editor approval)

## Advertising in the *Messenger*

Advertising in the *Messenger* is easy and affordable!

- ◇ The *Messenger* accepts many sizes of advertisements. Refer to this packet to see common sizes and pricing. Custom sizes are available as well. Discounts are applied for multiple listings (in a 12 month period).
- ◇ Chances are the artwork that you are currently using with other print media outlets will work in the *Messenger*. We can assist with ad design if needed.
- ◇ Advertisements can be printed in black and white or color.
- ◇ Looking for an economical way to sell a car or fill a job opening? The *Messenger* has a dedicated section for classified listings.
- ◇ Many readers look for businesses specifically listed in our Shoppers Guide! If you would like to list your business in the guide we offer affordable options. Your business can appear once a month, seasonal or in every issue. Call for pricing options.
- ◇ Does your business or organization have preprinted material that you would like to see as an insert? You supply 29,000 inserts and we will deliver with our weekly issue of the *Messenger*. Take advantage of this great value to notify readers of seasonal or weekly sales and /or events.
- ◇ The *Messenger* is delivered via USPS carriers to mailboxes, reaching readers in their homes.

Contact  
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