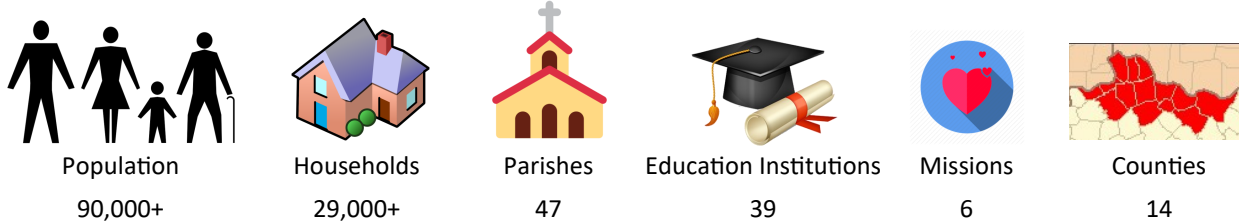


The *Messenger* is the Catholic Newspaper of the Diocese of Covington. For 93+ years the *Messenger* has serviced the Diocese of Covington reporting on the development and growth of the faith formation and has been a source of Catholic information and inspiration. The *Messenger* is a subscription based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

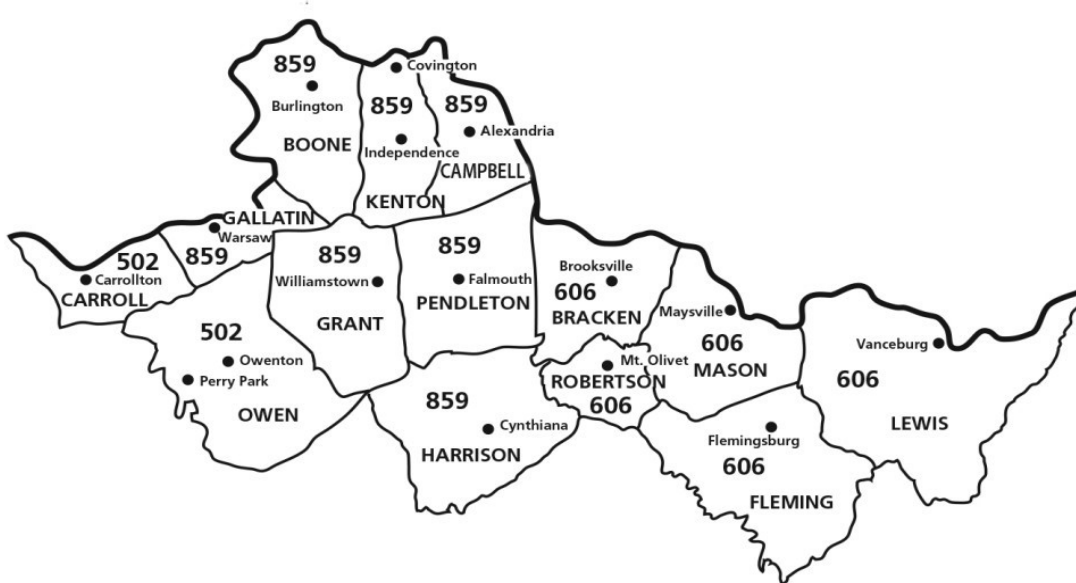


The *Messenger* is mailed via the United States Postal Service and is hand delivered to mailboxes, not thrown in driveways or bushes. In addition current and past issues are also available on-line at www.covdio.org/messenger.

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.



www.covdio.org/messenger

**Common Ad Sizes and Rates
(Effective 1/1/2024)**



2 COLUMN = 3.25"

Width		Height	Cost	
3.25"	X	1.0"	\$30.81	
3.25"	X	1.5"	\$46.22	
3.25"	X	2.0"	\$61.63	
3.25"	X	2.5"	\$77.04	
3.25"	X	3.0"	\$92.44	
3.25"	X	4.0"	\$123.26	
3.25"	X	4.875"	\$150.22	1/8 page

3 COLUMN = 5"

Width		Height	Cost	
5.0"	X	3.25"	\$150.22	1/8 page
5.0"	X	4.0"	\$184.89	
5.0"	X	5.0"	\$231.07	
5.0"	X	6.5"	\$260.69	1/4 page

4 COLUMN = 6.75"

Width		Height	Cost	
6.75"	X	4.875"	\$260.69	1/4 page
6.75"	X	6.5"	\$347.57	1/3 page
6.75"	X	9.75"	\$497.06	1/2 page

6 COLUMN = 10.25"

Width		Height	Cost	
10.25"	X	6.5"	\$497.06	1/2 page
10.25"	X	13.0"	\$936.68	full page

PREPRINTED INSERT RATE

\$1,408.02

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) = \$582.63

24x year, bi-monthly (24 ads) = \$1,097.94

44x year, weekly (44 ads) = \$1,993.89

or

Business Guide Listings (3.25"x1.0")

12x year, monthly (12 ads) = \$305.56

24x year, bi-monthly (24 ads) = \$582.63

44x year, weekly (44 ads) = \$1006.43

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.....\$15.41	78-179....\$12.01
17-38.....\$13.37	180-299....\$11.45
39-77.....\$12.74	300-499....\$10.93

2024 PUBLICATION SCHEDULE

ISSUE DATE	DEADLINE
January 5	December 27
January 12	January 3
January 19	January 10
January 26*	January 17
February 2	January 24
February 9*	January 31
February 16	February 7
February 23	February 14
March 1	February 21
March 8	February 28
March 15*	March 6
March 22	March 13
March 29	March 20
April 12*	April 3
April 19*	April 10
April 26*	April 17

ISSUE DATE	DEADLINE
May 3*	April 24
May 10	May 1
May 17	May 8
May 24*	May 15
May 31	May 22
June 14	June 5
June 28	June 19
July 12	July 3
July 26	July 17
August 9	July 31
August 23*	August 14
August 30	August 21

ISSUE DATE	DEADLINE
September 6	August 28
September 13	September 4
September 20	September 11
September 27	September 18
October 4 *	September 25
October 11*	October 2
October 18*	October 9
October 25*	October 16
November 1 *	October 23
November 8	October 30
November 15	November 6
November 22*	November 13
November 29	November 20
December 6	November 27
December 13	December 4
December 20*	December 11

* Supplement in this issue

2023 SUPPLEMENT SCHEDULE

Issue Date	Supplement	Description
January 26	Catholic Schools Week	Highlighting diocesan schools through articles, photos, and events
February 9	Wedding **	Married life in the Catholic Church
March 15	Senior Living**	Focus on retirement, lifestyle and care options for seniors
April 12, 19, 26, May 3	Spring Home Improvement	An opportunity for business to reach readers with spring services and specials
May 24	Grief **	Loss of loved ones, funeral planning and diocesan cemeteries
August 23	Back To School	Welcoming students and staff back to school
October 4	Respect Life	A celebration of Respect Life Month
Oct. 11, 18, 25 Nov. 1	Fall Fix-up	An opportunity for business to reach readers with fall services and specials
November 1	Vocation Week	National Vocation Awareness Week
November 22	Health & Wellness**	Focus on health and wellness
December 20	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

Chuck Brinkman
(859) 392-1572

www.covdio.org/messenger