

DEADLINES

DISPLAY ADVERTISING

Space must be reserved by noon Tuesday (9 days prior to publication). Copy is required by 4:00 p.m., Thursday (7 days prior to publication).

SPECIAL SECTIONS

Space must be reserved 14 days prior to publication and copy deadline is 10 days prior to publication.

COLOR ADVERTISING

Space must be reserved 14 days prior to publication. All cancellations and size changes must be received 10 days prior to publication. Cost: \$75 for full color.

PREPRINTED INSERTS

Full circulation (5,600) \$45.00 per thousand.

Select Zip Codes (min. 3000) \$55.00 per thousand.

Quoted rate refers to standard 8" x 11" inserts. Rate may vary due to weight.

Two samples required prior to insertion. Must be folded to 8" x 11" or less.

Advertiser assumes liability for additional charges.

Ship banded and skidded or boxed one week prior to publication to:

Breese Journal & Publishing
8060 Old Highway 50
Breese, IL 62230
618-526-7211.
Attention Brenda.

Insert must be scheduled thirty days prior to insertion. Material must be delivered to the printer 14 days prior to publication.

TERMS

- Cash with order for all first time advertisers.
- Account billed monthly, due in full on presentation.
- Advertisers and ad agency are jointly responsible for payment for all ads placed.
- Positions are not guaranteed. No credit allowances for position given.

MISCELLANEOUS

The Messenger reaches the Catholic families and the religious of the Diocese of Belleville, Illinois. Published bi-weekly, 27 times per year. The paper is dated THURSDAY.

Fully paid mail subscriptions. Annual subscription \$25.00. Fully paid E-edition \$25.00. Both: \$30.00

Web advertising available. For specs, see website.

E-edition advertising \$25.00 per month for banner ad 650X75 pixels. Must run for a minimum of three months.

ADVERTISING STANDARDS

All copy is subject to publisher's approval. The publisher reserves the right to refuse any ad for any reason. The publisher reserves the right to identify any advertisement with "Paid Advertisement."

Advertisers and their agencies are liable for content on advertisements printed and are also responsible for any claim arising therefrom against The Messenger.

PERSONNEL

Editor / General Manager Liz Quirin

CirculationPatty Schilling

Advertising Eric Seiffert

The MESSANGER

2620 Lebanon Ave., Belleville, IL 62221

618-233-8670

Fax: 618-235-9605

Voice Mail - 618-235-9601, ext. 1262 or
after 4:30 p.m. - 618-233-8670.

E-mail - cathnews@bellevillemessenger.org

WEB SITE -www.bellevillemessenger.org

The MESSANGER

2620 Lebanon Ave., Belleville, IL 62221

618-233-8670

Fax: 618-235-9605

on the web: www.bellevillemessenger.org

**OFFICIAL NEWSPAPER
OF THE
CATHOLIC DIOCESE OF
BELLEVILLE, ILLINOIS**

*An Award-winning
Member of
The Catholic Press Association*

**ADVERTISING
RATE CARD**

Effective January 1, 2016

AD SIZES & RATES

Full Page (77.5 col. inches)
10" (5 col.) wide x 15.4" high **\$727.73**

Half Page (37.5 col. inches)
10" (5 col.) wide by 7.5" high or
5" wide by 15.5" high **\$352.13**

Quarter Page (19.5 col. inches)
6" (3 col.) wide x 6.5" high or
4" (2 col.) wide x 9.75" high **\$183.11**

Sixth Page (13 col. inches)
6" (3 col.) wide x 4.5" high or
4" (2 col.) x 6.5" high **\$122.07**

Eighth Page (10 col. inches)
6" (3 col.) wide x 3.5" high or
4" (2 col.) wide x 5" high **\$93.90**

BUSINESS CARD

3" wide x 2.5" deep \$28.00
2 Weeks for only \$25.00 each
8 Weeks for only \$22.50 each

CLASSIFIED

\$5.00 for first 3 lines
\$1.00 for each additional line.
Approximately 7 words per line
10% off for 3 or more runs

BUSINESS CLASSIFIED

2" wide x 2" high \$10.00
2 Weeks for only \$15.00 each or
8 Weeks for only \$50.00

FREQUENCY RATES

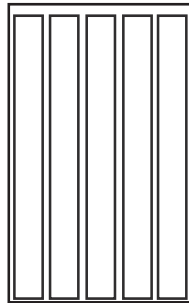
Display

Frequency Rate Column Inch

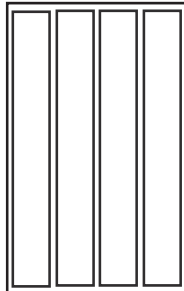
Single Run\$9.39
Multiple Consecutive Runs.....\$8.45 (10% discount)

Full Color\$75.00

SAMPLE PAGE



5 COLUMN GRID
Columns are 2" wide.
Cost per column inch is
\$9.39
Multiply number of columns
wide by number of inches
high then multiply product
by \$9.39



4 COLUMN GRID
Columns are 2.5" wide.
Cost per
column inch is \$11.74
Multiply number of columns
wide by number of inches
high then multiply product
by \$11.74

MECHANICAL DETAILS

Tabloid Page = 5 columns wide (10 inches) x 15.5" high

Columns	Inches	Picas
1	2	11.6
2	4	24.0
3	6	36.5
4	8	49.0
5	10	61.5

100-line screen e-mail ads as PDF files to:
advertising@bellevillemessenger.org

2015 EDITORIAL CALENDAR

January

14 – Travel
28 – Diocesan 6-month calendar

February

11– Catholic Schools Week
25 – CSMA (Diocesan Appeal)

March

10 – Hispanic Supplement
24 – Easter Greetings

April

07 – Deacon Appreciation
21 – Spring Senior Living

May

05 – Health & Fitness
19 – Memorial Day Section

June

02 – Graduation/Picnic sections
16 – Priest Jubilee
30 – Regular Publication

July

14 – Picnic section/ Back to School
28 – Diocesan 6-month calendar

August

11 – Religious Jubilee
25 – Senior Living

September

08 – PSR (Parish School Religion)
22 – Faith in the Marketplace

October

06 – Respect Life/High School Open House
20 – Priest Appreciation

November

03 – Vocations
17 – Regular Publication

December

01 – Regular Publication
15 – Christmas Greeting Issue
29 – Diocesan Year in Review

Advertising Representative

Eric Seiffert

618-235-9601, ext. 1222

Fax: 618-235-9605

E-mail: advertising@bellevillemessenger.org