



# CATHOLIC STAR HERALD

SOUTH JERSEY'S OFFICIAL CATHOLIC NEWSPAPER

## Advertising Media Kit

*Rates Effective January 1, 2022*

**CATHOLIC  
STAR HERALD**  
January 10, 2021

**Understanding  
Jesus' baptism**

By Carol Gable  
ATLANTIC CITY — Christen was called to feel God's love and grace when he was baptized. The young man, who is now a priest, was baptized in the ocean at the age of 10. It was a beautiful experience, and he has never forgotten it. He has been baptized in the ocean many times since then, and he has always felt a sense of peace and joy. He has been baptized in the ocean many times since then, and he has always felt a sense of peace and joy.

On the day of his baptism, he was surrounded by family and friends. He was baptized in the ocean, and he has always felt a sense of peace and joy. He has been baptized in the ocean many times since then, and he has always felt a sense of peace and joy.

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### CONTACT

**PAUL WORTHINGTON: Work - 856-583-6166 • Cell - 856-430-6454**

**• [pworthington@catholicstarherald.org](mailto:pworthington@catholicstarherald.org)**

**NEAL CULLEN: Work - 856-583-6139 • Cell - 856-524-1034 • [neal.cullen@camdendiocese.org](mailto:neal.cullen@camdendiocese.org)**

**Catholic Star Herald, 15 North 7th Street, Camden, NJ 08102-1147**

**Fax (856) 756-7938 • [catholicstarherald.org](http://catholicstarherald.org)**





The Catholic Star Herald is the largest Catholic newspaper in Southern New Jersey. It publishes on Fridays, 36 times a year. It is the winner of many Catholic Press Association Awards.



With an annual paid subscription of \$30, the paper is mailed to approximately 42,000 homes in Camden, Gloucester, Atlantic, Cape May, Cumberland, Salem and Burlington Counties, reaching over 105,000 readers.

*(Circulation details on request.)*

## Terms & Conditions

Invoices must be payable upon receipt.

Advertisers assume liability for content of advertising printed and also assume liability for all claims arising from there against the publisher.

Publisher reserves the right to reject or edit any advertising considered unsuitable for publication.

15% agency commission does not apply on local retail display advertising.

All Classified and out-of-state advertising must be paid in advance.

Every effort is made to satisfy position requests. However, make-up of the newspaper disallows acceptance of specified page demands or orders authorizing advertisements in position with the proviso "or omit."

Adjustments for errors in copy will be actual value of space occupied by erroneous copy.

Advertisements 11 1/4" in height are charged as full column depth, 12 1/2"

Minimum size for display advertisement is 1 inch.

## Statistics

A recent Temple University survey showed our readers:

# 95%

Read the  
Catholic Star Herald  
regularly

# 73%

Read every issue  
of the  
Catholic Star Herald

# 48%

Describe the  
Catholic Star Herald  
as informative



# 42%

Are  
college  
graduates



# 83%

Are  
homeowners



# 53%

Have an income  
of \$50,000



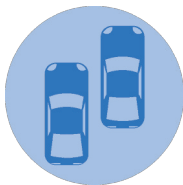
# 62%

Dine out  
more than  
twice a week



# 57%

Vacation  
once a year



# 60%

Own  
two or more  
automobiles



# 40%

Come from  
four-member  
households



# 68%

Have children  
aged 18 and  
over

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## Leaderboard (Top/Middle)

728 x 90 pixels

\$175



## Square

400 x 300 pixels

\$100

## Tower

400 x 600 pixels

\$100

## Targeted Digital Products

### Geofencing

Reach the on-the-go consumers as they enter or leave your 'geofence' with a radius as small as 25 ft.

### IP Targeting

Rooftop target homes or businesses by converting a physical address to an IP address.

### Connected TV

Target your audience with extreme precision by geography, interest and behavior. Deliver a digital retargeting campaign to an entire household on any device.

### Behavioral

Drive traffic to your site by reaching & influencing audiences based on their interests and browsing behavior.

## Digital Display Products



/CatholicStarHerald



www.talking.catholicstarherald.org



@cathstarherald



www.youtube.com/CatholicStarHerald



@catholicstarherald

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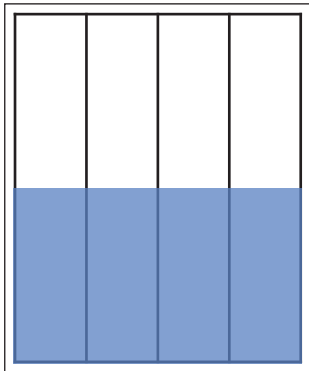
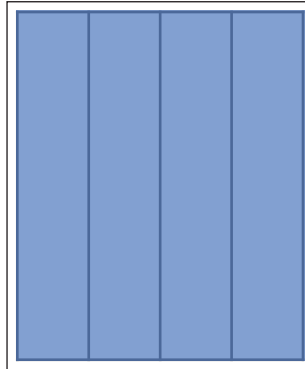
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**Discounted rates for Catholic institutions  
and frequent advertisers!**

**FULL PAGE**  
10 x 12.5 inches

**\$1,015.00**

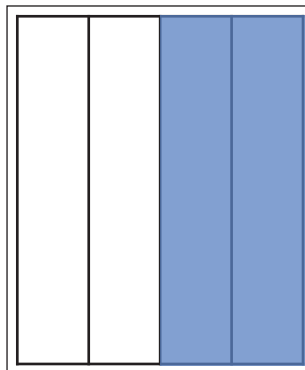


**HALF PAGE (H)**  
10 x 6.125 inches

**\$505.00**

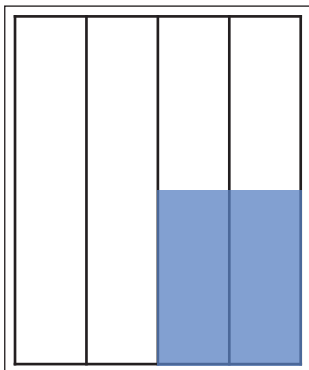
**HALF PAGE (V)**  
4.875 x 12.5 inches

**\$515.00**



**QUARTER PAGE**  
4.875 x 6.125 inches

**\$255.00**



**Display Advertising Deadline**  
**NINE DAYS PRIOR TO PUBLICATION**

**Color Rates (Four Color Process)**

Full Page - \$100 • Half Page - \$75 • Quarter - \$50

**Business Directory Advertising**

2.3125" wide x 1.5" tall • Black and White ad • \$40.00 per edition

**Funeral Directory Advertising**

2.3125" wide x 2.00" tall • Black and White • \$50.00 per edition

**Classified Advertising**

Single column classified advertisement includes a 4-week and 3-line text minimum. \$48.00 / online included.

Prepayment required with all classified ads.

Additional lines \$3.50 per line.

**Inserts**

Call for quote. Prepayment required with all inserts.

Ten copies of insert needed for review.

Inserts can be zoned by county for an extra charge.

Min. size: 3.5" x 5" • Max. size: 6.75" x 10.5"

Send insert material, identified, banded and skidded to:

Evergreen Printing, 101 Haag Avenue, Bellmawr, NJ 08031

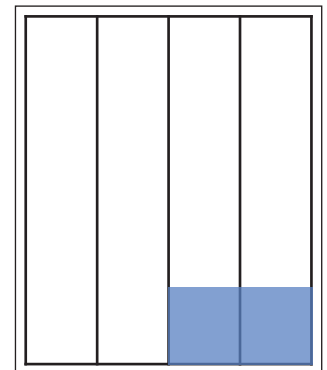
Phone: 856-933-0222 | Fax: 856-933-2972

**Ad Requirements**

- Press quality PDFs **PREFERRED!** (CMYK or grayscale)
- QuarkXPress files (*all linked items and fonts must be included*)
- Adobe Illustrator documents saved as EPS files (*all fonts must be outlined*)
- TIFF or JPEG files (at least 300 ppi) when we create your ad.
- Microsoft Word Documents are also accepted, but fonts may need to be changed if client fonts are not available.
- Publisher files **ARE NOT ACCEPTED!**
- Canva files **ARE NOT RECOMMENDED!**

**EIGHTH PAGE**  
4.875 x 2.9375 inches

**\$135.00**



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# 2023 PUBLICATION SCHEDULE



**CATHOLIC**  
**STAR HERALD**

## January

6 - **No Issue**  
13 - News  
20 - **No Issue**  
27 - **Catholic Schools Week**

## February

3 - *Celebrating Consecrated Life*  
10 - *Wedding Anniversaries*  
17 - **No Issue**  
24 - *Ash Wed. / Retreats & Shrines*

## March

3 - News  
10 - News  
17 - News  
24 - **No Issue**  
31 - *Summer Camps*

## April

7 - *Easter Greetings*  
14 - **No Issue**  
21 - News  
28 - *iRace Coverage* / **Vocations**

## May

5 - **No Issue**  
12 - **Jubilarians**  
19 - *Home Improvement*  
26 - *Memorial Day*

## June

2 - **No Issue**  
9 - *Graduation*  
16 - News  
23 - **No Issue**  
30 - News

## July

7 - **No Issue**  
14 - **Health/Retirement/Estate**  
21 - **No Issue**  
28 - **Sports**

## August

4 - **No Issue**  
11 - News  
18 - **No Issue**  
25 - **Back To School**

## September

1 - News  
8 - **No Issue**  
15 - **Catechetical Sunday**  
22 - News  
29 - News

## October

6 - News  
13 - **No Issue**  
20 - News  
27 - News

## November

3 - News  
10 - News  
17 - *Thanksgiving*  
24 - *Gift Guide Christmas*

## December

1 - **No Issue**  
8 - News  
15 - *Christmas*  
22 - *Christmas Greetings*  
29 - **No Issue**

Supplements are listed in extra bold type. Sections are listed in italic type.

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