Catholic Star Herald, 15 North 7th Street, Camden, NJ 08102-1147
Fax (856) 756-7938 • catholicstarherald.org

Paul Worthington: Work - 856-583-6166 • Cell - 856-430-6454
• pworthington@catholicstarherald.org

Neal Cullen: Work - 856-583-6139 • Cell - 856-524-1034 • neal.cullen@camdendiocese.org

Advertising Media Kit
Rates Effective January 1, 2022
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

CONTACT

Paul Worthington: Work - 856-583-6166 • Cell - 856-430-6454 pworthington@catholicstarherald.org
Neal Cullen: Work - 856-583-6139 • Cell - 856-524-1034 neal.cullen@camdendiocese.org
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

- **Leaderboard (Top/Middle)**
  - 728 x 90 pixels
  - $175

- **Square**
  - 400 x 300 pixels
  - $100

- **Tower**
  - 400 x 600 pixels
  - $100

Contact

- **Paul Worthington**: Work - 856-583-6166 • Cell - 856-430-6454 • pworthington@catholicstarherald.org
- **Neal Cullen**: Work - 856-583-6139 • Cell - 856-524-1034 • neal.cullen@camdendiocese.org

Website:
- [catholicstarherald.org](http://catholicstarherald.org)
- [www.talking.catholicstarherald.org](http://www.talking.catholicstarherald.org)
- [www.youtube.com/CatholicStarHerald](http://www.youtube.com/CatholicStarHerald)

Social Media:
- [Facebook](https://www.facebook.com/CatholicStarHerald)
- [Twitter](https://twitter.com/cathstarherald)
- [Instagram](https://www.instagram.com/catholicstarherald)
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!

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

EIGHTH PAGE
4.875 x 2.9375 inches
$135.00

CONTACT
Paul Worthington: Work - 856-583-6166 • Cell - 856-430-6454 pworthington@catholicstarherald.org
Neal Cullen: Work - 856-583-6139 • Cell - 856-524-1034 neal.cullen@camdendiocese.org
# 2023 Publication Schedule

## 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.

## CONTACT
**Paul Worthington:** Work - 856-583-6166 • Cell - 856-430-6454 *pworthington@catholicstarherald.org*

**Neal Cullen:** Work - 856-583-6139 • Cell - 856-524-1034 *neal.cullen@camdendiocese.org*