



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**

Caring For Your Catholic Burial Needs
855-MyPrePlan
www.SouthJerseyCatholicCemeteries.org

A Filipino celebration of the faith
Father Carmelo de la Peña, spiritual director of the Filipino Apostolate of the Camden Diocese, gives the homily during Mass at Saint Lawrence Church, Linden, on Feb. 18 to commemorate the centenary of the Philippine Revolution. The Holy Child can be related back to the beginning of Philippine Christianity. See page 10.

Catholic schools gearing up for new year
Sponsoring Holy Family of Saint Mary's Catholic School, Camden, and Saint Joseph's Catholic School, Camden, are gearing up for the upcoming school year. Catholic schools across the Camden Diocese are preparing for the new year. See page 10.

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

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

Fax (856) 756-7938 • catholicstarherald.org

GENERAL INFORMATION



CATHOLIC
STAR HERALD

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



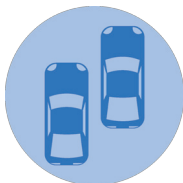
62%

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

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

CONTACT

PAUL WORTHINGTON: Work - 856-583-6166 • Cell - 856-430-6454 pworthington@catholicstarherald.org

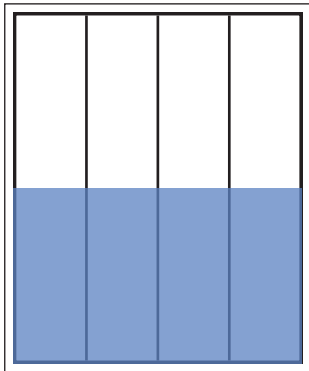
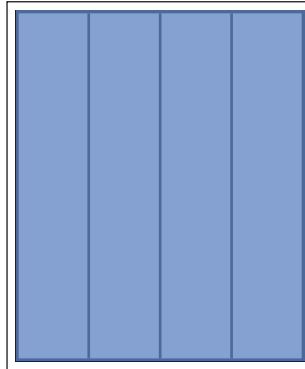
NEAL CULLEN: Work - 856-583-6139 • Cell - 856-524-1034 neal.cullen@camdendiocese.org



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

FULL PAGE
10 x 12.5 inches

\$1,015.00

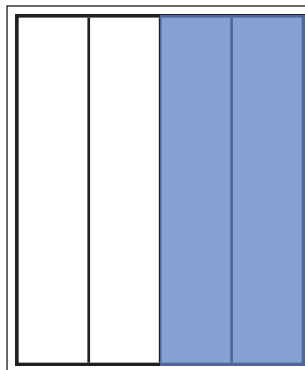


HALF PAGE (H)
10 x 6.125 inches

\$505.00

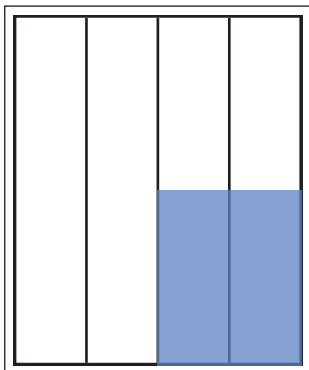
HALF PAGE (V)
4.875 x 12.5 inches

\$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

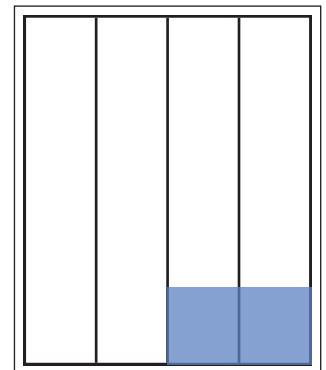
Phone: 856-933-0222 | Fax: 856-933-2972

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



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

2024 PUBLICATION SCHEDULE



CATHOLIC
STAR HERALD

January

5 - No Issue
12 - News
19 - No Issue
26 - **Catholic Schools Week**

February

2 - *Celebrating Consecrated Life*
9 - *Wedding Anniversaries*
16 - *Ash Wed. / Retreats & Shrines*
23 - No Issue

March

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

April

5 - No Issue
12 - *Summer Camps*
19 - News
26 - *iRace Coverage* / **Vocations**

May

3 - No Issue
10 - **Jubilarians**
17 - *Home Improvement*
24 - *Memorial Day*
31 - News

June

7 - No Issue
14 - *Graduation*
21 - No Issue
28 - News

July

5 - No Issue
12 - **Health/Retirement/Estate**
19 - No Issue
26 - **Sports**

August

2 - No Issue
9 - News
16 - No Issue
23 - **Back To School**
30 - News

September

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

October

4 - News
11 - News
18 - No Issue
25 - News

November

1 - News
8 - News
15 - *Thanksgiving*
22 - *Gift Guide Christmas*
29 - News

December

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