



# 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 Gies, Catholic Writer

**ATTACK ON THE CAPITOL**  
3/28

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

**A Filipino celebration of the faith**

Father Cullen 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. 16 to commemorate the centenary of Christianity in the Philippines. On the left after the reading of the Holy Scriptures, San Lorenzo Parish and Saint Joseph's Church, Camden, are joined by the Holy Child in the beginning of Philippine Community, San Jose, Calicut, in honor of the child who is a saint at Saint Joseph's.

**Life**  
Roofing, Kitchen & Bath Remodeling, Painting • 418 N. White Horse Pike, Audubon, NJ 08001 • 856-777-5433 • www.lifecommercialroofing.com

**Catholic schools gearing up for new year**

Schools are gearing up for the new school year, and many are looking for ways to improve their facilities. Catholic schools are no exception. Many schools are investing in new technology, furniture, and other resources to ensure that they are providing the best possible education for their students.

**Life**  
Roofing, Kitchen & Bath Remodeling, Painting • 418 N. White Horse Pike, Audubon, NJ 08001 • 856-777-5433 • www.lifecommercialroofing.com

### 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)**



**Ordained**

**of the future on Juneteenth**



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



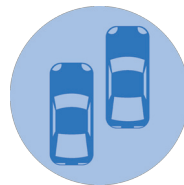
# 62%

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](mailto:pworthington@catholicstarherald.org)

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

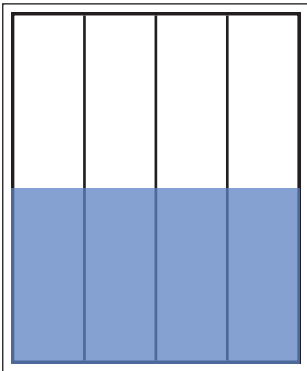
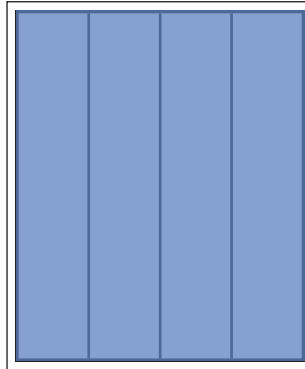
PAUL WORTHINGTON: Work - 856-583-6166 • Cell - 856-430-6454 [pworthington@catholicstarherald.org](mailto:pworthington@catholicstarherald.org)

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

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

**FULL PAGE**  
10 x 12.5 inches

**\$1,015.00**

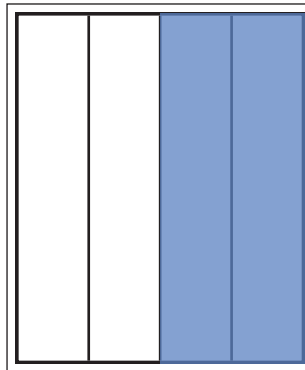


**HALF PAGE (H)**  
10 x 6.125 inches

**\$505.00**

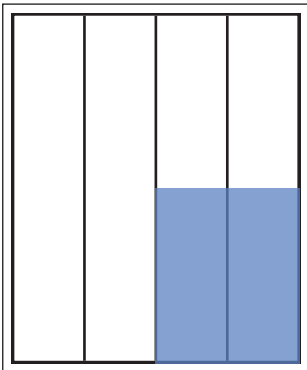
**HALF PAGE (V)**  
4.875 x 12.5 inches

**\$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

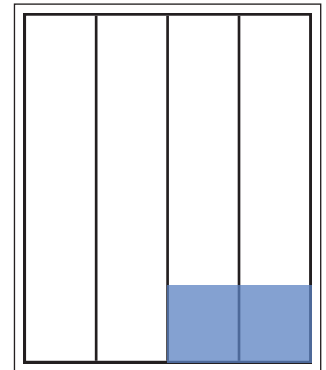
Phone: 856-933-0222 | Fax: 856-933-2972

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

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

# 2025 PUBLICATION SCHEDULE



## January

- 3 - **No Issue**
- 10 - **Sports & Fitness**
- 17 - **No Issue**
- 24 - **Catholic Schools Week**
- 31 - **No Issue**

## February

- 7 - *Celebrating Consecrated Life*
- 14 - **News**
- 21 - **No Issue**
- 28 - **Fish Fry/Lenten Meal Guide**

## March

- 7 - **News**
- 14 - **Bishop Sullivan Retirement**
- 21 - **News**
- 28 - **No Issue**

## April

- 4 - *Summer Camps/Vacation Bible Schools*
- 11 - **News**
- 18 - *Easter Greetings*
- 25 - **No Issue**

## May

- 2 - **Jubilarians**
- 9 - **Vocations**
- 16 - **News**
- 23 - **News**
- 30 - **News**

## June

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

## July

- 4 - **News**
- 11 - **No Issue**
- 18 - **Great Outdoors**
- 25 - **News**

## August

- 1 - **No Issue**
- 8 - **Fall Festival Guide**
- 15 - **No Issue**
- 22 - **Back To School**
- 29 - **News**

## September

- 5 - **No Issue**
- 12 - **News**
- 19 - **Catechetical Sunday**
- 26 - **News**

## October

- 3 - **Senior Living**
- 10 - **News**
- 17 - **No Issue**
- 24 - **Faith & Finance**
- 31 - **News**

## November

- 7 - **No Issue**
- 14 - **News**
- 21 - *Christmas Gift Guide*
- 28 - **Retreats & Shrines/Advent**

## December

- 5 - **No Issue**
- 12 - **News**
- 19 - *Christmas Greetings*
- 26 - **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](mailto:pworthington@catholicstarherald.org)  
NEAL CULLEN: Work - 856-583-6139 • Cell - 856-524-1034 [neal.cullen@camdendiocese.org](mailto:neal.cullen@camdendiocese.org)