

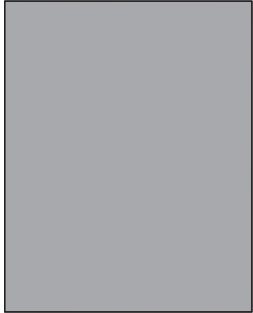


# INTERMOUNTAIN CATHOLIC

UTAH'S OFFICIAL CATHOLIC NEWSPAPER

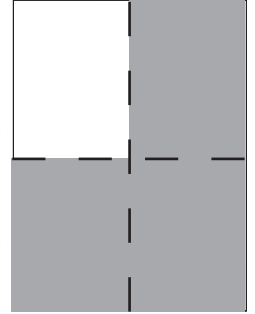
ONLINE AT [WWW.ICATHOLIC.ORG](http://WWW.ICATHOLIC.ORG)

## LAYOUT SIZE



### FULL PAGE 10.25" X 13.75"

6 COLUMNS  
 B/W 1X FEATURE: \$840  
 COLOR 1X FEATURE: \$940  
 \*SEE BOX FOR FREQUENCY RATES



### HALF PAGE VERTICAL 5" X 13.75"

B/W 1X FEATURE: \$520  
 COLOR 1X FEATURE: \$595

### HALF PAGE HORIZONTAL 10.25" X 7"

6 COLUMNS  
 B/W 1X FEATURE: \$520  
 COLOR 1X FEATURE: \$595  
 \*SEE BOX FOR FREQUENCY RATES



### QUARTER PAGE 5" X 7"

3 COLUMNS  
 B/W 1X FEATURE: \$307  
 COLOR 1X FEATURE: \$357  
 \*SEE BOX FOR FREQUENCY RATES



### EIGHTH PAGE 5" X 4"

3 COLUMNS  
 B/W 1X FEATURE: \$190  
 COLOR 1X FEATURE: \$215  
 \*SEE BOX FOR FREQUENCY RATES

## DISPLAY AD RATES

AD SIZE	FREQUENCY OF INSERTION									
	1X		6X		12X		24X		47X	
	B&W	COLOR	Save 12.5%		Save 25%		Save 37.5%		Save 50%	
	B&W	COLOR	B&W	COLOR	B&W	COLOR	B&W	COLOR	B&W	COLOR
Full Page	\$840	\$940	\$735	\$835	\$630	\$730	\$525	\$625	\$420	\$520
1/2 Page	\$520	\$595	\$455	\$530	\$390	\$465	\$325	\$400	\$260	\$335
1/4 Page	\$307	\$357	\$268	\$318	\$230	\$280	\$192	\$242	\$154	\$204
1/8 Page	\$190	\$215	\$166	\$191	\$142	\$167	\$119	\$144	\$95	\$120
3x3	\$140	\$165	\$123	\$148	\$105	\$130	\$86	\$111	\$70	\$95
2x4	\$126	\$151	\$110	\$135	\$95	\$120	\$79	\$104	\$63	\$88
2x3	\$104	\$129	\$91	\$106	\$76	\$91	\$65	\$70	\$52	\$67
2x2	\$80	\$95	\$70	\$85	\$60	\$75	\$50	\$65	\$40	\$55
1x2	\$40	\$55								
1x1	\$20	\$35								

\*RELIGIOUS AND NON-PROFIT ORGANIZATIONS WITH FEDERAL 501C DESIGNATION RECEIVE A 25% DISCOUNT ON THE 1X RATE AND FREE COLOR.

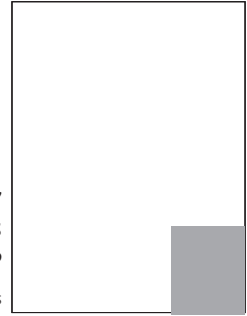


# INTERMOUNTAIN CATHOLIC

27 C Street, Salt Lake City; Ut. 84103  
801.328.8641 ext: 339  
www.icatholic.org



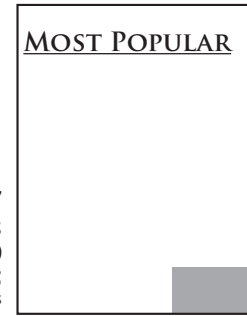
**3X3 BOX 5" X 3"**  
3 COLUMNS  
B/W 1X FEATURE: \$140  
COLOR 1X FEATURE \$165  
\*SEE BOX FOR FREQUENCY RATES



**2X4 BOX 3.25" X 4"**  
2 COLUMNS  
B/W 1X FEATURE: \$126  
COLOR 1X FEATURE \$151  
\*SEE BOX FOR FREQUENCY RATES



**2X3 BOX 3.25" X 3"**  
2 COLUMNS  
B/W 1X FEATURE: \$104  
COLOR 1X FEATURE \$129  
\*SEE BOX FOR FREQUENCY RATES

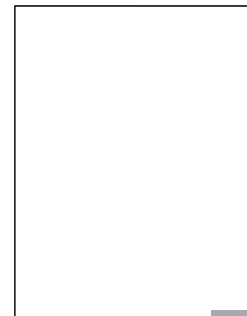


**MOST POPULAR**

**BUSINESS CARD 3.25" X 2"**  
2 COLUMNS  
B/W 1X FEATURE: \$80  
COLOR 1X FEATURE \$95  
\*SEE BOX FOR FREQUENCY RATES



**1X2 BOX 1.6" X 2"**  
1 COLUMN  
B/W 1X FEATURE: \$40  
COLOR 1X FEATURE \$55  
\*SEE BOX FOR FREQUENCY RATES



**1X1 BOX 1.6" X 1"**  
1 COLUMN  
B/W 1X FEATURE: \$20  
COLOR 1X FEATURE \$35  
\*SEE BOX FOR FREQUENCY RATES

## **SPOT COLOR:**

ADD 10% TO B/W PRICE

## **SPECIAL ISSUE** **CALENDAR** **2019**

**Jan. 28: Catholic Schools Week Issue**

**March 8: Pilgrimage Issue**

**April 19: Easter Issue**

**June 7: School Achievement Issue**

**July 12: Seniors Issue**

**August 10: Weddings Issue**

**Sept. 6: Back to School Issue**

**Oct. 18: Catholic Business Issue**

**Nov. 29: Advent Issue**

**Dec. 20: Christmas Issue**

## **SPACE RESERVATIONS &** **COPY DEADLINES**

Fridays one week prior to publication. Publish date is weekly each Friday except bi-weekly during the months of July and August and the first week in January.

## **HOW TO SUBMIT:**

Ad images in CMYK or grayscale color depth, minimum 300 dpi resolution in .tif, .eps, .jpg and .pdf formats are accepted.

Email ad images to:

**advertising@icatholic.org**  
or  
**cris.paulsen@dioslc.org**

**CIRCULATION: 16,000 SUBSCRIBERS**

## **INSERTS:**

**ONLY \$50 PER 1,000**  
MINIMUM OF \$100

**INSERT RESTRICTIONS & CONDITIONS:**  
Price is for insertion only. Insert size cannot exceed 7"x11". Insert must fit in the fold of the paper. Insert price is for the one ounce or less per individual insert. Inserts may not have currency or candles. Heavier inserts will be charged the additional postage to mail insert within the paper. A sample of the insert must be received at the newspaper office 14 days prior to issue date. If circulation drops below 16,000 non-used inserts can be returned and credit given.

**INSERT MUST BE DELIVERED 7 DAYS PRIOR TO ISSUE DATE TO:**

**Transcript Bulletin Publishing,**  
**Attn: Clayton Dunn**  
**58 Main St. Tooele, Utah 84074**  
(please indicate inserts are for the Intermountain Catholic Newspaper)

## **Cris Paulsen**

Advertising Representative

P: 801.328.8641 ext: 339

F: 801.537.1667

E: cris.paulsen@dioslc.org

27 C Street; Salt Lake City, Ut. 84103

# SPECIAL EVENTS ADS

**CONGRATULATIONS** in order?

Your Photo Here

Let them know with an ad in the Intermountain Catholic.  
**\$50 for a 2 x 3,**  
**\$30 for 1 x 2,**  
30 words or fewer  
Special price for: anniversaries, birthdays,  
Contact Cris Paulsen,  
801.328.8641 ext. 339 or  
cris.paulsen@dioslc.org

Actual Size

*CONGRATULATIONS* in order?

Your Photo Here

Let them know with an ad in the Intermountain Catholic.  
**\$50 for a 2 x 3,**  
**\$30 for 1 x 2,**  
30 words or fewer  
for a special price: anniversaries, birthdays, promotions....

Contact Mica at 801-456-9339  
or mica@lccatholic.org

Actual Size

TYPE CHOICES TITLE TEXT:  
BRUSH SCRIPT  
ALGERIAN

TYPE CHOICES BODY TEXT:  
MODERN NO. 20  
FRANKLIN GOTHIC

## Why use the Intermountain Catholic to promote your business?

- Fact- Paper has been in circulation since 1899.
- Fact- Direct mail 16,000 copies each week. 80% of which are in the greater Salt Lake City area. Our mailing includes our 63 Parishes & Missions.
- Fact- 71% of readers spend 10 or more minutes reading the paper. 47% spend 15 or more minute reading the paper.
- Fact- 62% of households have 2 or more readers.
- Fact- 56% of readers are female. 44% of readers are male.
- Fact- Age: 7% Under 18, 15% 18-30, 28% 31-45, 32% 46-64 18% 64+
- Fact- 38% of readers earn an income greater than \$50,000 per year.
- Fact- 19% of readers earn an income greater than \$80,000 per year.
- Fact- 61% of readers have a favorable impression of advertising in the paper.
- Fact- Award winning newspaper; recognized by Catholic Press Association and Utah Press Association as one of the finest and oldest weekly publications in the state of Utah since October of 1899.

January 2012 Readership Survey through SurveyMonkey.Com.

**The Intermountain Catholic circulation is 16,000 copies, with over 32,000 readers, published weekly and delivered to subscribers each Friday by the US Postal Service, except bi-weekly in July - August and the first Friday of the New Year.**

### Intermountain Catholic Mission Statement

**To provide coverage of the news of the Catholic Church and other related issues on the local, national, and worldwide level, in the finest tradition of professional journalism.**