

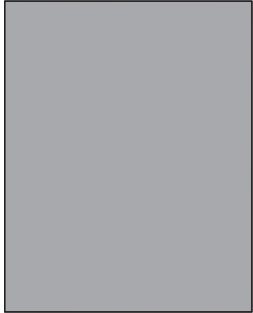


INTERMOUNTAIN CATHOLIC

UTAH'S OFFICIAL CATHOLIC NEWSPAPER

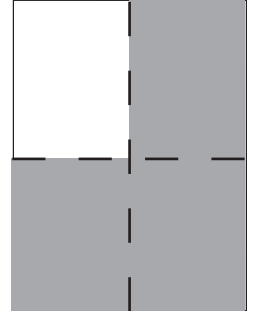
ONLINE AT WWW.ICATHOLIC.ORG

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

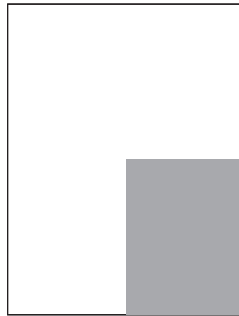


HALF PAGE VERTICAL 5" X 13.75"

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 |
| 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.

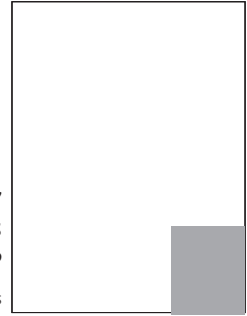


INTERMOUNTAIN CATHOLIC

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



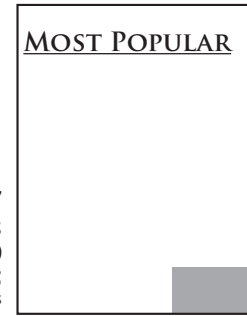
3X3 BOX 5" X 3"
3 COLUMNS
B/W 1X FEATURE: \$140
COLOR 1X FEATURE \$165
*SEE BOX FOR FREQUENCY RATES



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

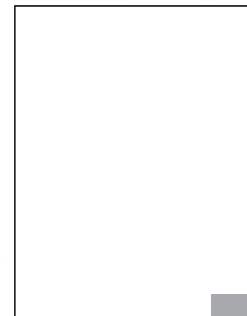


MOST POPULAR

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 2020

Jan. 24: *Catholic Schools Week Issue*
February 14: *Weddings Issue*
April 10: *Easter Issue*
June 5: *School Achievement Issue*
July 17: *Seniors Issue*
August 14: *Catholic Travels Issue*
Sept. 4: *Back to School Issue*
Oct. 16: *Catholic Business Issue*
Nov. 27: *Advent Issue*
Dec. 25: *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:
cris.paulsen@dioslc.org

CIRCULATION: 16,800 SUBSCRIBERS

***October is Intermountain Catholic
Renewal Month. We publish 18,000 papers
in the first week and 17,000 papers in the
second week issues in October to reach
Catholics who are not currently paid
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@lcatholic.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 16,500 copies each week.* 78% of which are in the greater Salt Lake City/Wasatch Front area. Our mailing includes our 63 Parishes & Missions. *October is Intermountain Catholic Renewal Month. We publish 18,000 papers in the first week issue and 17,000 papers in the second week issue in October to reach Catholics who are not currently paid subscribers.
- 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 2015 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.

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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.