



The Message is Southwest Indiana's Catholic community newspaper, the weekly paper of the Catholic Diocese of Evansville, Ind. The paper publishes 51 print issues annually on Fridays, and six of those print issues are distributed to every registered household in the diocese. **The Message** also publishes a digital edition. Following is information on rates for display advertising, a tentative schedule of diocesan-wide issues, information on deadlines and mechanical specs.

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About The Message

- There are approximately 3,500 subscribers in 12 counties in Southwest Indiana.
- Digital editions are sent to 250 digital subscribers each week, as well as nearly 700 print subscribers that receive free digital access.
- **The Message** is direct mailed to 3,500 households 45 weeks per year (weekly issues) and six times per year (diocesan-wide issues) to 26,000 registered households from Evansville to Sullivan.

Diocesan-Wide Issues 2022 Schedule

Jan. 28
April 15
June 24*
Sept. 9*
Sept. 16*
Nov. 18

** Subject to change; we will notify advertisers of any date changes as soon as they are made.*

AD SIZES AND RATES

Sample Ad Sizes — *We can build your ad to fit any size, and we accept camera-ready ads of any size!*

COLUMNS	COLUMN INCH SIZE	INCHES
2 columns x 2"	4 column inch	4" x 2"
2 columns x 2.5"	5 column inch	4" x 2.5"
2 columns x 5"	10 column inch	4" x 5"
2 columns x 10"	20 column inch (Quarter page)	4" x 10"
4 columns x 5"	20 column inch (Quarter page)	8" x 5"
5 columns x 4"	20 column inch (Quarter page)	10 3/16" x 4"
5 columns x 8"	40 column inch (Half page)	10 3/16" x 8"
5 columns x 16"	80 column inch (Full page)	10 3/16" x 16"

Advertising Rates — *Full color is available for any size ad for an additional \$75 per insertion.*

		WEEKLY	DIOCESAN
<i>All rates are per insertion</i>			
2 columns x 2"	4 column inch ad	\$32	\$64
2 columns x 2.5"	5 column inch ad	\$40	\$80
2 columns x 5"	10 column inch ad	\$80	\$160
Quarter page	20 column inch ad	\$145	\$287.50
Half page	40 column inch ad	\$275	\$550
Full page	80 column inch ad	\$500	\$1,000

Basic design and layout are included in the ad cost.

DEADLINES

Weekly Issues

Space reservation/artwork due Wednesday, 1 week prior to issue date

Diocesan-Wide Issues

Jan. 28: Space / Art Jan.6

April 15: Space / Art March 30

June 24: Space / Art June 8

Sept. 9: Space / Art Aug. 24

Sept. 16: Space / Art Aug. 31

Nov. 18: Space / Art Nov. 2



Catholic school educators celebrate annual Back to School Mass

BY MEGAN ERBACHER
The Message
assistant editor

More than 300 Catholic educators from all 26 diocesan schools gathered at St. Benedict Cathedral for the annual back-to-school gathering and Mass Aug. 2. Educators were able to meet in person again after virtually due to COVID-19.

Bishop Joseph M. Siegel celebrated Mass, and more than 20 priests of the diocese participated with the bishop.

Bishop Siegel thanked Catholic educators for their dedication and commitment to Catholic education. Through his blessing for the annual back-to-school Mass.

The bishop said everything educators say and do in Catholic schools should be helping young people to encounter Christ. Catholic school teachers and administrators have a special privilege, a responsibility, he said, to help young people fulfill the commitment they made at their child's baptism to form their children in the Catholic faith.

Bishop Siegel encouraged educators to become missionary disciples who use the God-given gifts to their fullest.

By witness, and example, he said education is to demonstrate what it means to be a follower of Jesus, one who offers his witness in ways both great and small.

See [CATHOLIC_PAGE 2](#)



The Message photo by Megan Erbacher. More than 300 Catholic educators from all 26 diocesan schools gathered at St. Benedict Cathedral for the annual back-to-school Mass Aug. 2. Bishop Joseph M. Siegel celebrated Mass, and more than 20 priests of the diocese participated with him.

Catholic school students excel academically despite pandemic

BY DR. DARRYL HUGAN
Superintendent of Schools

On July 13, the Indiana State Board of Education meeting marked the annual release of ISTEP[®] and I.E.A.P.N. results for Hoosier students. I agree with Dr. Katie Jones, Secretary of Education, when she recently stated, "I want to praise my state to you today by emphasizing that students are so much more than a single data point. As educators, we're focused on helping students build the foundational knowledge and skills early on so that they can a path towards maximum success (and beyond) for their future... whether they pursue employment, enrollment, or enrichment." For understanding the pandemic affected all of our students. Despite the challenges, Catholic schools stayed committed to the mission of forming Disciples of Christ while providing a quality education.

When receiving the results of the summative assessment we have much to celebrate while understanding we also have continued areas for growth for each student we serve. For the purpose of this article, I want to highlight a few areas where students excelled during the 2020-2021 school year.

See [STEP_PAGE 2](#)

Bishop blesses new ultrasound at Washington's First Choice Solutions



The Message photo by Megan Erbacher. Bishop Joseph M. Siegel, right, sprinkles holy water and blesses a new ultrasound machine at First Choice Solutions in Washington July 29. Father Nathaniel Blandini, administrator of St. Peter Parish in Montgomery, is pictured at left.

BY MEGAN ERBACHER
The Message assistant editor

On July 29, Bishop Joseph M. Siegel blessed a new ultrasound machine at First Choice Solutions, formerly known as the Pregnancy Care Center, in Washington.

First Choice Solutions collaborates with local Catholic parishes to provide needed pregnancy support services in their communities. The center recently received a new ultrasound machine, which was blessed by the local and national Knights of Columbus.

Many priests of the Diocese of Evansville, several Knights of Columbus, diocesan employees and community members were present for the bishop's blessing.

Bishop Siegel thanked the K of C for providing the new ultrasound for First Choice Solutions. He said the gift will be a great help for women to choose life. He also thanked the people who run the pregnancy care center and those who support it for giving women the option and support they need to be able to choose life and to welcome the child, a gift from God.

See [BISHOP_BLESSING_PAGE 8](#)

Habitat Evansville dedicates fourth home in St. Theresa Place

SPECIAL TO THE MESSAGE

Camelia R. smiled, with her daughter standing next to her, as her new Habitat for Humanity Evansville home was dedicated July 29 in the 700 block of Hammond Drive in Evansville. It's the fourth completed home in St. Theresa Place, a 14-home Habitat for Humanity subdivision located on the Diamond Shiloh neighborhood.

Ground was broken for St. Theresa Place in August 2020. The subdivision shares the land formerly occupied by St. Theresa Parish with the new home of Catholic Charities.

Camelia and her 10-year-old daughter, Ju'Nyla, currently live in a two-bedroom apartment in an area Camelia described as "rough."

"She was ready to make a change when her cousin contacted her about the Habitat for Humanity homeownership program. "I'm excited because this will be the first time I've owned my own house, and my daughter will be able to go out and



Camelia R., far right, and her daughter, Ju'Nyla, stand outside their new Habitat home with their home sponsors, Alan and Sharon Brown.

play in her own backyard," Camelia said. Camelia's home is sponsored by Alan and Sharon Brown. The couple has been involved with Habitat Evansville since the "early days when Habitat founder Millard Fuller would visit Evansville back in the late 1980s and early 1990s."

See [HABITAT_PAGE 1](#)

Mechanical Specifications:

The Message is a tabloid, 11 X 17 inches finished dimensions.

The Message layout is 5 columns wide x 16 inches high.

Column widths for ads:

- 1-column is 1.91167 inches (11p6 picas) wide
- 2-column is 4 inches (24p picas) wide
- 3-column is 6.08333 inches (36p6 picas) wide
- 4-column is 8.16667 inches (49p picas) wide
- 5-column is 10.25 inches (61p6 picas) wide

Our Rates

- Weekly issues, \$8 per column inch.
- Diocesan-wide issues, \$16 per column inch.
- A 10% discount is available to parishes, ministries and non-profit groups.
- Full color is available for any size ad for an additional \$75 per insertion. (Discount is not applicable to the \$75 color charge.)

Other ad sizes are available

We determine the cost of an ad by multiplying width in columns by height in inches.

Examples:

- Ad is 1 column wide x 3 inches tall. Advertiser is charged for 3 column inches.
- Ad is 2 columns wide x 2 inches tall. Advertiser is charged for 4 column inches.
- Quarter page ad dimensions (20 column inches)
 - 2 columns wide x 10 inches tall
 - 4 columns wide x 5 inches tall
 - 5 columns wide x 4 inches tall
- Half-page ad dimensions are 5 columns x 8 inches (40 column inches)
- Full-page ad dimensions are 5 columns x 16 inches (80 column inches)

WE DO INSERTS!

The Message accepts pre-printed inserts for inclusion in any of our issues.

RATE: \$60 per 1,000 standard pieces

Advertisers must deliver pre-printed inserts to our printer at least 2 weeks prior to the publication date of the issue with the insert.

Example: Inserts for our Sept. 23, 2022, issue must arrive at the printer no later than Sept. 9, 2022. Even more time will be needed for over-sized inserts, those that need folded, etc. Please inquire about those deadlines.

Pricing and delivery instructions are available at any time.

Website address:

Evdioessage.org

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The MESSAGE

Southwestern Indiana's Catholic Community Newspaper

June 23, 2021 Volume 11, Number 42 www.evdioessage.org

Habitat Evansville dedicates first home in St. Theresa Place



Jim Havers, left, John Brooker, her daughters and Evansville Mayor Lloyd Winescke for the June 19 ribbon-cutting at the new home. Havers, his wife Carol and Dottie Schuman are the home's sponsors. More photos appear on page 6.

SPECIAL TO THE MESSAGE
A year's worth of hard work by countless individuals came to fruition on June 19 with the very first house dedication in St. Theresa Place, a 14-home Habitat for Humanity subdivision located in the Elwood-Stringtown neighborhood. The new homeowners, Brooker O, took the time to celebrate her accomplishment and thank everyone involved while surrounded by a large crowd that included friends, family and coworkers as well as local news outlets, sponsors Dottie Schuman and Jim and Carol Havers, and Evansville Mayor Lloyd Winescke. It was a beautiful, sunny day to celebrate a momentous milestone in Brooker's life and Habitat history, and to honor the history of St. Theresa Parish.

See HABIT page 6



Habitat for Humanity-Evansville Executive Director Beth Fels, left, stands with Brooker, her daughters and Mayor Winescke on the front porch of their new home. The Wredeking Avenue residence is the first to be completed in St. Theresa Place.

St. Meinrad Archabbey Church will again open to visitors

After being closed to the public for more than 13 months, the St. Meinrad Archabbey Church in St. Meinrad is reopening for Mass and prayer.

When the COVID-19 pandemic arrived in the area in March 2020, the Benedictine monks continued their commitment to daily Mass and prayer but closed the church to outside visitors. Beginning with Vigils at 7 p.m. CDT on Saturday, July 3, the church will once again be open to guests.

Visitors who are not vaccinated are asked to wear masks in the church. Anyone is welcome to wear a mask if they choose. Hand sanitizer and masks will be available in the church. At this time, Communion will be offered under only one species and the sign of peace will not include physical contact.

The Mass and prayer schedule is as follows — all times Central:

Monday – Saturday
 5:30 a.m. Vigils and Lauds (Morning Prayer)
 7:00 a.m. Mass
 Noon Noon Prayer
 5:00 p.m. Vigils
 7:00 p.m. Compline

Sundays and Major Feast Days
 7:15 a.m. Vigils and Lauds (Morning Prayer)
 9:30 a.m. Mass
 Noon Noon Prayer
 5:00 p.m. Vigils
 7:00 p.m. Compline

Mass and Vigils will continue to be livestreamed at www.stmeinrad.org/live. In addition, Saturday morning Mass at the Monte Cassino Shrine Chapel will begin on July 3. Mass time is 7 a.m. May through October, and 8 a.m. November through April. The Sunday morning pilgrimages at Monte Cassino Shrine will resume in October and May.

Photo courtesy of St. Meinrad Archabbey

Artwork Details

- Camera-ready artwork can be sent to messagead@evdio.org and sbarclay@evdio.org
- Microsoft Publisher files **cannot** be accepted
- Digital files should be .tif, .eps, .jpg or .pdf. Digital files in .tif, .eps or .jpg should not be in any format higher than Adobe Illustrator or Photoshop CS5.
- If emailing a Microsoft Word document, digital files (.jpg or .pdf) must be sent as a separate attachment.
- Preferred photo resolution is 600 dpi or higher, and **no less than 300 dpi**.