



The Message is Southwest Indiana's Catholic community newspaper, the weekly paper of the Catholic Diocese of Evansville. 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 schedule of diocesan-wide issues, information on deadlines and mechanical specs.

CONTACT:

Call **The Message**
at 812-424-5536 or
email messagead@evdio.org

Diocesan-Wide Issues 2024 Schedule

Jan. 26
March 29
June 28
Sept. 13
Sept. 20
Nov. 22

DEADLINES

Weekly Issues

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

Diocesan-Wide Issues

Space reservation/artwork
due Wednesday, 2 weeks prior
to issue date

Jan. 26: Space / Art – Jan. 10

March 29: Space / Art – March 13

June 28: Space / Art – June 12

Sept. 13: Space / Art – Aug. 28

Sept. 20: Space / Art – Sept. 4

Nov. 22: Space / Art – Nov. 6

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.

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!*

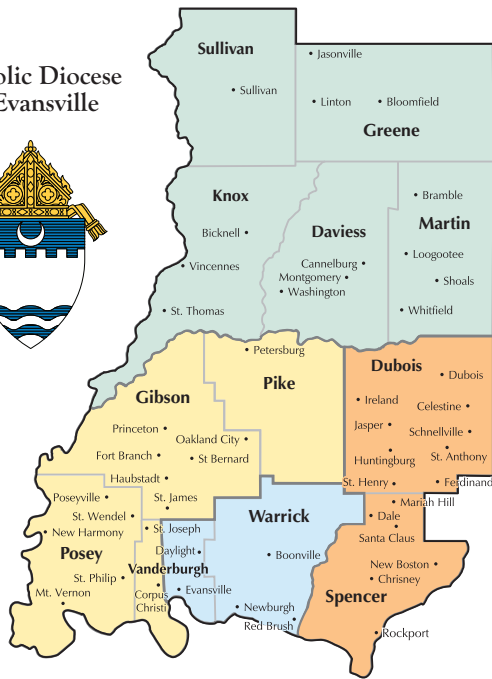
| COLUMNS | COLUMN INCH SIZE | INCHES |
|------------------|-------------------------------|---------------|
| 2 columns x 2" | 4 column inch | 4" x 2" |
| 2 columns x 2.5" | 5 column inch | 4" x 2.5" |
| 2 columns x 5" | 10 column inch | 4" x 5" |
| 2 columns x 10" | 20 column inch (Quarter page) | 4" x 10" |
| 4 columns x 5" | 20 column inch (Quarter page) | 8 1/8" x 5" |
| 5 columns x 4" | 20 column inch (Quarter page) | 10 1/4" x 4" |
| 5 columns x 8" | 40 column inch (Half page) | 10 1/4" x 8" |
| 5 columns x 16" | 80 column inch (Full page) | 10 1/4" 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 | \$160 | \$320 |
| Half page | 40 column inch ad | \$320 | \$640 |
| Full page | 80 column inch ad | \$640 | \$1,280 |

Basic design and layout are included in the ad cost.

Catholic Diocese of Evansville



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

Artwork Details

- Camera-ready artwork can be sent to messagead@evdio.org and sbarclay@evdio.org
- Microsoft Publisher files **cannot** be accepted
- **Digital files .tif, .eps, .jpg or .pdf are preferred.** Digital files .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.**

Other ad sizes are available

We determine the cost of an ad by multiplying width 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)

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.)