The Catholic Herald is the official newspaper of the Diocese of Madison. Its purpose is to inform and educate people of the Diocese through communications that proclaim Gospel values, report the news, and comment on issues as they pertain to the mission of the Catholic Church, which is to bring all in Jesus Christ to the Father.

Bishop Robert C. Morlino
Publisher

Mary C. Uhler
Editor

Pamela A. Payne
Associate Editor

Steven J. Hefty
Advertising Account Executive

Kevin Wondrash
Reporter

THE CATHOLIC HERALD
702 S. High Point Rd., Suite 121
Madison, WI 53719

Offices located at
The Bishop O’Connor Catholic Center

608-821-3070
Fax: 608-709-7612
info@madisoncatholicherald.org

The Catholic Herald Web page
www.madisoncatholicherald.org
Follow the Catholic Herald on Facebook and Twitter
A LONG TRADITION

Since 1948, the Madison edition of the Catholic Herald has served as the official newspaper of the Diocese of Madison.

The Diocese of Madison was established in 1946. Bishop William P. O’Connor decided that Madison, which had been previously served by the Catholic papers from LaCrosse and Milwaukee, needed a paper of its own and appointed Msgr. Andrew R. Breines as the first editor. From 1948 until his retirement in 1986, Monsignor Breines worked both as a parish priest and as editor, covering the many changes the Church experienced during that period. A highlight was the historic Second Vatican Council in the 1960s. Monsignor Breines attended and reported on all sessions of that council for the Madison-area readership.

KEEPING PEOPLE UPDATED

Currently, Bishop Robert C. Morlino is the publisher of the Catholic Herald and Mary C. Uhler, who has been on the paper’s staff since 1973, is the editor. Uhler continues to ensure that the Catholic community remains “informed and updated on their faith and its impact on their lives and our society.” The Catholic Herald includes news and commentary on all levels from local to international and publishes pages devoted to spirituality, youth, families, the elderly, entertainment, and reader input.

The Catholic Herald is also featured on the Diocese of Madison’s Web site at www.madisondiocese.org. The paper works in conjunction with the diocesan Office of Communications to provide information on the activities of diocesan offices, agencies, and institutions.

RECOGNIZED FOR QUALITY

The Catholic Herald has a circulation of approximately 20,000, higher than most of the paid local daily and weekly newspapers in southcentral Wisconsin. The paper is printed in Madison and mailed directly to the homes of subscribers through the U.S. Postal Service.

In recent years, the Catholic Herald has won numerous awards from the Catholic Press Association, including first place for general excellence, editorial and news writing, photos, front page design, and advertising design. Its editorial page was named best in the country.
“IT DOESN’T GET ANY EASIER THAN THIS!”

Lisa Gorecki  
Stewardship and Development Director  
Sacred Hearts of Jesus and Mary Parish, Sun Prairie

“Advertising doesn’t get any easier than this! I can always count on our Advertising Account Executive at the Catholic Herald to get things done: from reminding me of an upcoming deadline, to notification of special advertising opportunities, to making sure that our ad is designed just the way we want it. Our parish is an active one, and the ease and convenience of advertising in the Catholic Herald has lightened my work load! Advertising in the Herald is also a good way to stay connected with others in our Catholic Family.”

“REACHING OUR TARGET DEMOGRAPHICS”

Jane McGowan  
Director of Development and Communications  
Catholic Charities of the Diocese of Madison

“The Catholic Herald is the best way to reach our target demographic of Catholics in the Diocese of Madison. We advertise on a regular basis in the weekly paper, in the special sections, and online. The Catholic Herald is a great tool to communicate our Catholic Charities services and special events to a large audience. We receive excellent support from the whole staff — the Editor, Associate Editor, Advertising Account Executive, Reporter, and Graphic Designers. They are truly a professional team!”

“EFFICIENT, CONVENIENT, COST-EFFECTIVE”

Stephen P. Rudolph  
Certified Senior Advisor  
Comfort Keepers of Madison

“The Catholic Herald has been of enormous value to us throughout Comfort Keepers existence. We have a mission to help elders and the physically infirm to stay in their homes and the Catholic Herald has given witness to that mission. This value laden paper and its readership already believes in the sanctity of life from conception to death; who better to advertise with, than a paper and readers that share our values and beliefs? The growth we have experienced is because of our involvement with organizations like the Catholic Herald who have faithfully promoted our mission.”
REGULAR FEATURES

• Official news from the Diocese of Madison
• Column by Bishop Robert C. Morlino
• News and feature stories on local, state, national, and international levels
• Diocesan Calendar of Events for local parishes and Catholic organizations
• Editorial and Voices Pages with local editorial, letters to the editor, and guest columns
• Youth/Education coverage
• Centerpiece with color photos and feature articles
• Reflections on Faith Page focusing on spirituality
• Arts & Culture Pages with movie reviews, television programs of note, and media/entertainment news
• Classified advertising
• Family/Parenting Page with advice and insights
• Monthly Senior Focus section and County Connection Focus

SPECIAL SECTIONS CALENDAR

January
National Vocations Awareness Week
Information on God’s call to priesthood and religious life
Catholic Schools Week
Highlighting diocesan Catholic schools through articles, photos, and calendar of events

February
Retirement Living
Special housing and services for the elderly

March
Catholic Marriage
Guidelines plus features and photos on marriage in the Catholic Church
Weekly Lenten Dining Guide
Fish fries in restaurants and parishes for Catholics abstaining from meat in Lent

April
Easter Greetings
Opportunity for advertisers to wish readers a blessed and joyful Easter

May
Retirement Living
Special housing and services for the elderly
Graduation
Information on Catholic schools’ graduations
Memorial Day
Honoring veterans and all deceased

June
Summer Vacation Guide
Wisconsin travel, destination, and event ideas for summer vacations

July
Retirement Living
Special housing and services for the elderly

August
Back to School
Information on Catholic schools and religious education programs for the coming year

September
Catholic Marriage
Guidelines plus features and photos on marriage in the Catholic Church

October
Retirement Living
Special housing and services for the elderly

November
Holiday Gift Guide
Holiday gift ideas and seasonal specials

December
Christmas Greetings
Advertisers wish readers a blessed Christmas
Safe Driving/New Year’s
Celebrate the new year safely
**Highest Circulation**

The Catholic Herald has a circulation of approximately 20,000 — higher than most of the paid local daily and weekly newspapers in Wisconsin. The paper is mailed weekly to homes in 11 counties. Of the subscribers, 89% have lived in the Madison Diocese for more than 10 years.

**Loyal Readers**

You can count on the Catholic Herald to be read by our subscribers and their friends. An impressive 79% have read all of the last four issues and 88% have read three of the last four. The Catholic Herald is the primary source relied upon for news about Catholic issues as well as diocesan information. Readers report that of their alternate sources for that type of news, only 33% use secular newspapers, 29% use Catholic magazines, and 15% watch CNN.

The paper also has a high pass-along rate. Within subscriber households, 31% have two or more readers of the paper, and 34% of our subscribers share the paper with another person.
FINANCIALLY SECURE

Readers of the *Catholic Herald* tend to be older and more well-established, though 31% have children under age 16. Generally, they have smaller households and ample discretionary income to spend on products and services: 41% of subscribers (34% if priests are included) have incomes of $50,000 or more. The overwhelming majority, 84%, own their homes.

VARIED BACKGROUNDS

Though most readers share a common faith, their occupational backgrounds are varied:

- Retired 39%
- Professional/Office 36%
- Homemaker 10%
- Skilled Labor/Technical/Agriculture 9%
- Executive/Supervisory 6%

They are generous by nature, with 95% contributing to their parishes and 49% of them also giving to national charities.

SPENDING PLANS

Readers of the *Catholic Herald* enjoy travel, dining, and entertainment. They are also likely to be interested in making major purchases or using financial services.

- 33% dined out at least 6 times in past month
- 66% attended concerts, plays, or other theater events in past year
- 54% plan to travel within the continental US and 12% outside the US in the coming year
- 27% are interested in travel/vacation services
- 20% are interested in investment services

Within the next 2 years:

- 37% plan to buy a new car
- 41% plan to buy home appliances or furnishings
- 47% plan to make home improvements

*1999 readership survey data provided by Marketing Analysis Associates*
**Retail Rates**

Calculate ad size by multiplying number of columns wide by number of inches deep.

**Display Ad Open Rate**
Per Column Inch $22.60

**Annual Contract Rates**

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**Full Page**
Full Page (60 Col Inches) $831.00

**Color Charges**
Full Color add $100.00

**E-Edition Live Link(s)**
Includes all E-mail/web addresses add $20.00

**Classified Ads**
Business Rate $11.45/col inch
Display/Business Rate $14.00/col inch
Private Individual Ads $0.40/word, $4.00 minimum

**Specifications**

Maximum Copy Measurements:
10-1/4" wide x 12 deep

Double Truck:
Gutter charged as 3/4 column
Minimum depth of 8"

Column Widths (refer to ruler at left):

| 1 | 1-7/8 inches |
| 2 | 4 inches |
| 3 | 6-1/16 inches |
| 4 | 8-1/8 inches |
| 5 | 10-1/4 inches |

Halftone screen: 85 lpi

Electronic files:
Line art - 600 dpi
Photographs/Grayscale - 175 dpi
Gray Range - 8% to 88%
Gray values lower than 15% not recommended. We are a Macintosh based operation. We prefer files in PDF format. Call for further information.

**Deadlines**

The Catholic Herald is published every Thursday. Space reservations must be made 7 days in advance for the following edition.

**Special Section**
Advertising: Tuesday, 2 p.m.

**Space Reservation**
Display Advertising: Thursday, 10 a.m.
Classified Advertising: Thursday, 10 a.m.

**Copy/Artwork for Ads**
Display Advertising: Thursday, 10 a.m.
Classified Advertising: Thursday, 2 p.m.

**Pre-Printed Inserts**

Information available upon request. Zoned inserts by zipcodes available.

**Policies**

- All advertising is accepted subject to approval by the publisher.
- The Catholic Herald reserves the right to refuse or cancel any advertisement at any time.
- Minimum size is 1 column wide by 1 inch deep.
- Publisher is not responsible for errors in advertisements accepted after normal deadlines.
- Political advertising is not accepted.
- Ads that appear in a form similar to news material will have the word “paid advertisement” inserted above the ad.
- The Catholic Herald will not knowingly accept or publish material that is in violation of the law. Advertisers and/or agency state that either has the authority to place the ad and agree to assume liability for all contents of all ads printed, as well as any claim arising therefrom made against the Catholic Herald.
- All agreements should be in writing.
- Contracts must be completed within time specified.
- Uncompleted contracts will be short rated.

Statewide advertising information available.

**The Catholic Herald**
702 S. High Point Rd., Ste. 121 • Madison, WI 53719
608-821-3070 • Fax: 608-709-7612
info@madisoncatholicherald.org
www.madisoncatholicherald.org
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(PO) = Pullout Section