

**AGENCY RATE SCHEDULE  
(EFFECTIVE 01-14-09) \$17.65 PCI**

	1x	6x	12x	26x
1/16 page	\$ 70.60	67.07	63.54	60.01
1/8 page	\$141.20	134.14	127.08	120.02
1/4 page	\$282.40	268.28	254.16	240.04
1/3 page	\$370.65	352.11	333.58	315.05
1/2 page	\$573.62	544.94	516.25	478.57
Full page	\$1147.25	1089.88	1032.52	975.16

Back page charge \$1,347.25 (includes color)

Prices reflect discounts of 5% 10% 15%  
To qualify for frequency rates, number of insertions must be agreed to and must be placed within one calendar year.

Camera ready ads should arrive in PDF, JPEG or TIFF formats.

Ads must be in 300 dpi resolution.

Deadline for ad reservation is 17 days prior to publication.

Business cards • \$60 one time insertion (frequency discount may be applied)

Inserts • \$100 per 1,000

Color • Call for quotes

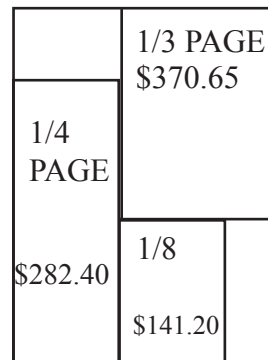
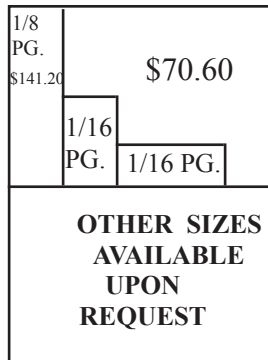
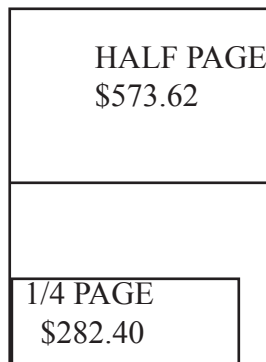
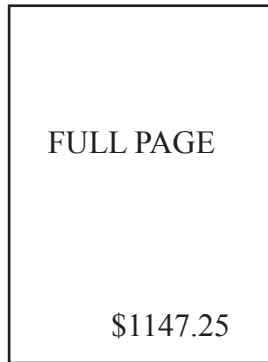
Commissions: 15% to recognized advertising agencies (no in-house agencies).

ONCE AD HAS BEEN APPROVED BY CLIENT, ADDITIONAL CHANGES — \$25.

**MECHANICAL SPECIFICATIONS**

AD SIZE	WIDTH X DEPTH
1/16 PAGE .....	2 col. x 2" or 1 col. x 4"
1/8 PAGE .....	2 col. x 4"
1/4 PAGE .....	4 col. x 4" or 2 col. x 8"
1/3 PAGE .....	3 col. x 7"
1/2 PAGE .....	5 col. x 6"
FULL PAGE .....	5 col. x 13.5"

One column equals ..... 2 inches  
Two columns equal ..... 4 inches  
Three columns equal ..... 6.25 inches  
Four columns equal ..... 8.5 inches  
Five columns equal ..... 10.5 inches



PEOPLE YOU WANT TO KNOW.  
NEWS YOU NEED TO KNOW.  
SERVING THE ARCHDIOCESE  
OF SAN ANTONIO SINCE 1892

# TODAY'S CATHOLIC

## Advertising Calendar and Rate Card

**Today's Catholic Newspaper**  
Advertising Department  
2718 W. Woodlawn Ave.  
San Antonio, Texas 78228-5195  
Fax: 210.734.2939  
Web site: [www.satodayscatholic.org](http://www.satodayscatholic.org)

Margaret Schilling  
210.734.1691  
E-mail: [Margaret.Schilling@archsa.org](mailto:Margaret.Schilling@archsa.org)

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The official newspaper  
of the  
Archdiocese of San Antonio  
published every other Friday,  
26 issues annually.