

THE TEXAS CATHOLIC

The official newspaper of the Catholic Diocese of Dallas

Pricing & Measurements

Single insertion rates

PAGE SIZES	DIMENSIONS	B/W SINGLE INSERTION	COLOR SINGLE INSERTION
Full Page	10.5" X 14"	\$1925.00	\$2175.00
Half Page	10.5" X 7"	\$1072.50	\$1322.50
Quarter Page	6.125" X 7"	\$577.50	\$827.50

Open Retail Rate: \$27.50 per column inch (5-column tabloid)
Pre-print Inserts: \$70 per thousand for single sheet. Higher rate for heavier inserts.

Specifications

All ads must be camera ready PDF • 100 lines screen • 300 resolution minimum

DEADLINES
Display & Classified
Space: 5 p.m. 10 DAYS prior to publication
Copy: 5 p.m. 7 DAYS prior to publication

SUBMISSIONS

- Camera ready PDF only
- B/W format preferred
- Colors must be CMYK
- 100 lines screen
- 300 resolution

PROCESS COLOR

1 spot color	\$125.00
2 spot color	\$175.00
4 color	\$250.00

Advertise with us

To place your ad in The Texas Catholic or to inquire about advertising bundle opportunities with our Spanish-language magazine or online platforms, contact Laurie Cluck at 214-379-2891 or lcluck@cathdal.org.



Calendar publication dates

Calendar publication dates

2023 Editions

JULY							AUGUST							SEPTEMBER						
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat
						1			1	2	3	4	5						1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28	29	30	31			24	25	26	27	28	29	30
30	31																			

OCTOBER							NOVEMBER							DECEMBER							
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	
						1					1	2	3	4						1	2
2	3	4	5	6	7	8	5	6	7	8	9	10	11	3	4	5	6	7	8	9	
9	10	11	12	13	14	15	12	13	14	15	16	17	18	10	11	12	13	14	15	16	
16	17	18	19	20	21	22	19	20	21	22	23	24	25	17	18	19	20	21	22	23	
23	24	25	26	27	28	29	26	27	28	29	30			24	25	26	27	28	29	30	
30	31													31							

2024 Editions

JANUARY							FEBRUARY							MARCH							
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	
		1	2	3	4	5	6					1	2	3						1	2
7	8	9	10	11	12	13	4	5	6	7	8	9	10	3	4	5	6	7	8	9	
14	15	16	17	18	19	20	11	12	13	14	15	16	17	10	11	12	13	14	15	16	
21	22	23	24	25	26	27	18	19	20	21	22	23	24	17	18	19	20	21	22	23	
28	29	30	31				25	26	27	28	29			24	25	26	27	28	29	30	
														31							

APRIL							MAY							JUNE							
sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	
						1					1	2	3	4							1
2	3	4	5	6	7	8	5	6	7	8	9	10	11	2	3	4	5	6	7	8	
9	10	11	12	13	14	15	12	13	14	15	16	17	18	9	10	11	12	13	14	15	
16	17	18	19	20	21	22	19	20	21	22	23	24	25	16	17	18	19	20	21	22	
23	24	25	26	27	28	29	26	27	28	29	30	31		23	24	25	26	27	28	29	
30	31													30							

SPECIAL ISSUES 2023-2024

Back To School Edition
Catholic Schools Week

August 18
January 26

Graduation

June 14

Terms & Conditions

The Texas Catholic reserves the right to reject any and all advertising which *The Texas Catholic* feels is not in keeping with the publication's standards, policies and principles. *The Texas Catholic* reserves the right to add the word "Paid Advertisement" at the top and/or bottom of, or anywhere within any publication page that in the publisher's sole judgment, too closely resembles editorial pages of the publication. *The Texas Catholic* will not be bound by terms or conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of *The Texas Catholic's* rate card. *The Texas Catholic* is not responsible for the accuracy of any corrections or changes made to any advertiser's materials. Advertisers billed at special discount rates for frequency, but who fail to fulfill the contract, will be billed at sole discretion for the difference to reflect the rate that is actually earned from the date of the first insertion. Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards whether in print or online.