

# the long island catholic

THE MAGAZINE OF THE CATHOLIC DIOCESE OF ROCKVILLE CENTRE



## WHY ADVERTISE IN THE LONG ISLAND CATHOLIC?

### High impact

The *Long Island Catholic* magazine is a high-quality subscription-based publication produced 10 times per year and mailed to over 12,000 homes throughout the Diocese of Rockville Centre. It is read by a wide range of age groups.

### Passionate readers

The *Long Island Catholic* magazine provides content that is designed to inspire and form readers so they can grow as disciples who then evangelize. When subscribers leave a magazine on their coffee table, they evangelize. When subscribers share their magazine with another person, or share a magazine article on social media, they evangelize.

### Extended reach

Reach 7,500 unique visitors each month on [www.licatholic.org](http://www.licatholic.org), the news website of the Catholic Diocese of Rockville Centre. Updated daily, throughout the day, [www.licatholic.org](http://www.licatholic.org) provides topical news and information of interest to our readers.

### Added immediacy

Distributed every Wednesday morning, *The Long Island Catholic* e-newsletter provides topical news and information to more than 7,300 subscribers.

### What do readers say about *The Long Island Catholic*?

**85%** Makes me feel more connected to my Catholic faith

**55%** I look at an issue more than once

**45%** I share my copy with a friend

**71%** Spend more than 15 minutes with an issue

**95%** of households have a reader

– Publishers Information Center

## MAGAZINES ARE GROWING

Researchers say magazines are best for reaching adults of all ages. Print magazine readership is more consistent across generations than other media. Magazines beat the internet and television for engaging and influencing their audiences.

**91%** of adults (96% of adults under 35) read print or digital magazines\*

**90%** of college students read magazine media in the past month#

**59%** of magazine readers take action from content or ads\*

**40<sup>min</sup>** average time spent reading a magazine\*

Please email ad files to:  
[cgore@drvc.org](mailto:cgore@drvc.org)

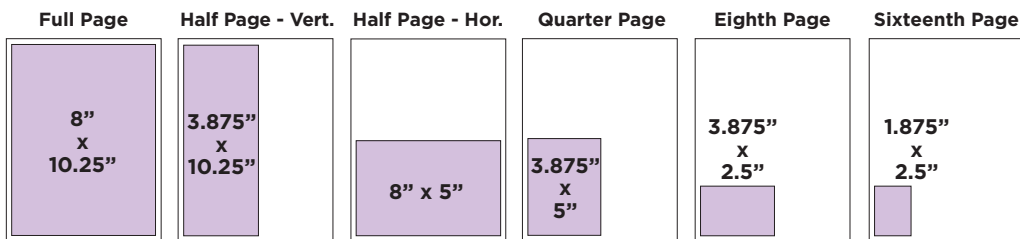
### For questions, contact:

Connie Gore, Advertising Manager  
516-678-5800, ext. 301 • [cgore@drvc.org](mailto:cgore@drvc.org)  
516-385-7021 (cell)

# The Long Island Catholic magazine

**Standard Ad Rates** • Full color • 10 issues a year

| Number of Issues | Per Issue Cost |         |         |        |           |
|------------------|----------------|---------|---------|--------|-----------|
|                  | Full           | Half    | Quarter | Eighth | Sixteenth |
| 1                | \$3,000        | \$1,700 | \$900   | \$500  | \$110     |
| 3 or more        | \$2,700        | \$1,530 | \$810   | \$450  | \$100     |



**NOTE:** Sending a Full Page ad "with bleed" includes 8"x10.25" live ad space, with .45" bleed extending on all sides.

**Inserts:** Inserts are available on a request basis. Please ask for a custom rate program.

## Classified Ad Rates

| Per Issue Cost |        |       |             |
|----------------|--------|-------|-------------|
| Large          | Medium | Small | Extra Small |
| \$300          | \$280  | \$140 | \$70        |

Large Medium Small Extra Small

2.3" x 3.6" 2.3" x 2.3" 2.3" x 1" (horizontal or vertical) 1.2" x 1.2"

**NOTE:** Classified ad sizes are placed only on the Classified Ad Page itself.

| 2019 MAGAZINE ISSUE  | AD RESERVATION DEADLINE | AD FILE DEADLINE | MAIL DATE |
|--|-------------------------|------------------|-----------|
| <b>JANUARY</b><br>• Catholic Elementary Education<br>• Catholic Schools Week   | 11/15/18                | 12/3/18          | 12/21/18  |
| <b>FEBRUARY</b><br>• College/Lent  | 1/2/19                  | 1/17/19          | 1/23/19   |
| <b>MARCH</b><br>• Cemetery/Easter  | 1/22/19                 | 2/6/19           | 2/22/19   |
| <b>APRIL</b><br>• Senior Life  | 2/21/19                 | 3/7/19           | 3/25/19   |
| <b>MAY</b>   | 3/22/19                 | 4/5/19           | 4/22/19   |
| <b>JUNE/JULY/AUGUST</b><br>• Vocations/Ordinations to priesthood and diaconate | 6/12/19                 | 6/26/19          | 7/15/19   |
| <b>SEPTEMBER</b><br>• College/High School                                      | 7/24/19                 | 8/7/19           | 8/23/19   |
| <b>OCTOBER</b>   | 8/21/19                 | 9/5/19           | 9/23/19   |
| <b>NOVEMBER</b><br>• Vocations/Advent  | 9/25/19                 | 10/9/19          | 10/25/19  |
| <b>DECEMBER</b><br>• Christmas   | 10/25/19                | 11/8/19          | 11/26/19  |

## Ad Design Service

Cost is per insertion. All prices are for camera-ready material submitted to *The Long Island Catholic* according to printing specifications. *The Long Island Catholic* also offers design and production services for your convenience.

## Standard Ad Sizes

The dimensions listed are intended not to be rotated.

## Terms and Conditions

- *The Long Island Catholic* reserves the right to adjust advertising rates at any time upon 30 days written notice.
- Positioning of advertisements is at the discretion of *The Long Island Catholic* except where a request for a specific preferred position is acknowledged by *The Long Island Catholic* in writing.

## Printing Specifications

- Acceptable file formats: PDF and JPEG
- All ads must be exact size at 100%, 300 dpi

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**For questions, contact:**

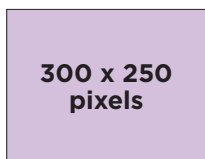
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# www.licatholic.org website

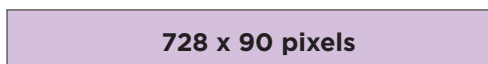
## Standard Ad Rates

| Ad Type          | Size             | Duration | Cost Per Month |
|------------------|------------------|----------|----------------|
| Leader Board     | 728 x 90 pixels  | 1 month  | \$300          |
| Bottom Rectangle | 300 x 250 pixels | 1 month  | \$200          |

### Bottom Rectangle



### Leader Board

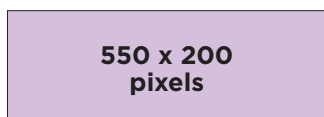


# The Long Island Catholic e-newsletter

## Standard Ad Rates

| Ad Type          | Size             | Duration | Cost Per Week |
|------------------|------------------|----------|---------------|
| Bottom Rectangle | 550 x 200 pixels | 1 week   | \$200         |

### Bottom Rectangle



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## Ad Design Service

Ad composition is available upon request for a fee. Additional charges may be incurred for ads with special production requirements.

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## Ad Specifications

- File formats: GIF, JPG, PNG
- 72 ppi (pixels per square inch)
- Size at designated pixels for ad types
- Maximum file size: 30K
- Submit via email
- Provide target URL
- Persistent rapid or strobing animation not acceptable