

the long island catholic

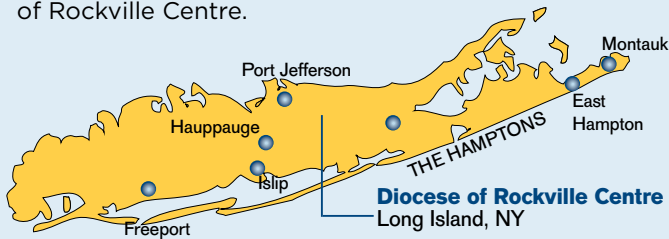
THE MAGAZINE OF THE CATHOLIC DIOCESE OF ROCKVILLE CENTRE



WHY ADVERTISE IN *THE LONG ISLAND CATHOLIC*?

High impact

The Long Island Catholic is a high-quality subscription-based publication produced 10 times per year and is mailed to over 15,000 homes throughout the Diocese of Rockville Centre.



Passionate readers

Two independent readership audits confirm that the format for *The Long Island Catholic* – which is designed to uplift and inspire through compelling, people-based stories – is passionately read by a wide range of age groups.

National awards

The Long Island Catholic is based on a national award-winning format.

What do readers say?

- 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.
- 65%** Spend more than 15 minutes with an issue.
- 95%** of households have a reader
– Publishers Information Center

Diocese of Rockville Centre

The Diocese of Rockville Centre (www.drvc.org) was formed in 1957 and covers 1,198 square miles in Nassau and Suffolk Counties. The diocese serves approximately 1,737,498 baptized Catholics (total population in both counties is approximately 3.4 million). There are 134 parishes (1 campus parish) in 115 towns. In 2011, 16,318 baptisms, 16,296 confirmations, 17,123 First Holy Communions and 4,677 marriages took place in the diocese.

There are 18,496 students in Catholic elementary schools; 12,328 students in Catholic high schools and 3,500 students in higher institutions. There are 53 Catholic elementary schools (49 parish or regional and 4 private), 10 high schools (3 diocesan, 2 parish and 5 private) and one Catholic college (Molloy College, Rockville Centre) in the diocese. Catholic Health Services (CHS) of Long Island is comprised of six hospitals, three nursing homes, a regional home care and hospice network, and a community-based agency for persons with special needs. More than 17,500 employees and 4,600 credentialed physicians work within the CHS system. In 2011, Catholic Charities assisted more than 59,000 individuals who are poor, vulnerable and disadvantaged on Long Island.

EDITORIAL SCHEDULE • 2016-2017

Magazine Issue	Ad files deadline	Mail Date
November 2016	10/4/16	10/28/16
December 2016	11/2/16	11/29/16
Jan./Feb. 2017	12/9/16	1/18/17
March 2017	1/26/17	2/22/17
April 2017	2/28/17	3/27/17
May 2017	3/28/17	4/24/17
June 2017	4/27/17	5/25/17
July/August 2017	6/14/17	7/13/17
September 2017	7/27/17	8/23/17
October 2017	8/28/17	9/25/17
November 2017	9/28/17	10/25/17
December 2017	10/25/17	11/21/17

The Long Island Catholic magazine

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

Number of Issues	Per Issue Cost						
	Full	Half	Quarter	Eighth	Sixteenth	Inside Back Cover	Back Cover
1	\$3,000	\$1,700	\$900	\$500	\$110	\$3,100	\$3,300
3 or more	\$2,700	\$1,530	\$810	\$450	\$100	\$2,790	\$2,970

Full Page	Half Page - Vert.	Half Page - Hor.	Quarter Page	Eighth Page	Sixteenth Page
8" X 10.25"	3.875" X 10.25"	8" x 5"	3.875" X 5"	3.875" X 2.5"	1.875" X 2.5"

The dimensions listed are intended not to be rotated.

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"

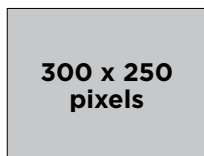
NOTE: Classified ad sizes are placed only on the classified ad page itself.

Web ad rates

Standard Ad Rates • licatholic.org

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 dimensions listed are intended not to be rotated.

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.

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.

Ad Design Service

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

Please email ad files to:

adstlic@licatholic.org

For questions, contact:

Connie Gore, Advertising Manager
516-678-5800, ext. 301 • cgore@drvc.org