

## DEADLINES

### DISPLAY ADVERTISING

Space must be reserved by noon Tuesday (9 days prior to publication). Copy is required by 4:00 p.m., Thursday (7 days prior to publication).

### SPECIAL SECTIONS

Space must be reserved 14 days prior to publication and copy deadline is 10 days prior to publication.

### COLOR ADVERTISING

Space must be reserved 14 days prior to publication. All cancellations and size changes must be received 10 days prior to publication. Cost: \$65 per color or \$265 for full color.

## PREPRINTED INSERTS

Full circulation (8,500) \$45.00 per thousand.

Select Zip Codes (min. 3000) \$55.00 per thousand.

Quoted rate refers to standard 8" x 11" inserts. Rate may vary due to weight.

Two samples required prior to insertion. Must be folded to 8" x 11" or less.

Advertiser assumes liability for additional charges.

Ship banded and skidded or boxed one week prior to publication to:

**Breese Journal & Publishing**  
8060 Old Highway 50  
Breese, IL 62230  
618-526-7211.  
Attention Brenda.

Insert must be scheduled thirty days prior to insertion. Material must be delivered to the printer 14 days prior to publication.

## TERMS

- Cash with order for all first time advertisers and political advertisers.
- Account billed monthly, due in full on presentation.
- Advertisers and ad agency are jointly responsible for payment for all ads placed.
- Positions are not guaranteed. No credit allowances for position given.

## MISCELLANEOUS



The Messenger reaches the Catholic families and the religious of the Diocese of Belleville, Illinois.

Published bi-weekly, 27 times per year. The paper is dated THURSDAY.

Fully paid mail subscriptions. Annual subscription price of \$23.00

## ADVERTISING STANDARDS

All copy is subject to publisher's approval. The publisher reserves the right to refuse any ad for any reason. The publisher reserves the right to identify any advertisement with "Paid Advertisement."

Advertisers and their agencies are liable for contents on advertisements printed and are also responsible for any claim arising therefrom against The Messenger.

## PERSONNEL

Editor / General Manager ..... Liz Quirin

Circulation / Billing ..... The Messenger

Advertising ..... Bernadette Middeke

## The MESSENGER

2620 Lebanon Ave., Belleville, IL 62221  
618-233-8670

Fax: 618-235-9605

Voice Mail - 618-235-9601, ext. 126 or  
after 4:30 p.m. - 618-233-8670.

E-mail - [advertising@bellevillemessenger.org](mailto:advertising@bellevillemessenger.org)  
WEB SITE - [www.bellevillemessenger.org](http://www.bellevillemessenger.org)

## The MESSENGER

2620 Lebanon Ave., Belleville, IL 62221

618-233-8670

Fax: 618-235-9605

## OFFICIAL NEWSPAPER OF THE CATHOLIC DIOCESE OF BELLEVILLE, ILLINOIS



*An Award-winning  
Member of  
The Catholic Press Association*

## ADVERTISING RATE CARD

## AD SIZES & RATES

|   |                 |
|---|-----------------|
| Full Page (77.5 col. inches)<br>10" (5 col.) wide x 15.4" high                                      | <b>\$727.73</b> |
| Half Page (37.5 col. inches)<br>10" (5 col.) wide by 7.5" high or<br>5" wide by 15.5" high          | <b>\$352.13</b> |
| Quarter Page (19.5 col. inches)<br>6" (3 col.) wide x 6.5" high or<br>4" (2 col.) wide x 9.75" high | <b>\$183.11</b> |
| Sixth Page (13 col. inches)<br>6" (3 col.) wide x 4.5" high or<br>4" (2 col.) x 6.5" high           | <b>\$122.07</b> |
| Eighth Page (10 col. inches)<br>6" (3 col.) wide x 3.5" high or<br>4" (2 col.) wide x 5" high       | <b>\$93.90</b>  |

## BUSINESS CARD

**3" wide x 2.5" deep ..... \$28.00**  
**2 Weeks for only \$25.00 each**  
**8 Weeks for only \$22.50 each**

## CLASSIFIED

**\$5.00 for first 3 lines**  
**\$1.00 for each additional line.**  
**Approximately 7 words per line**  
**10% off for 3 or more runs**

## BUSINESS CLASSIFIED

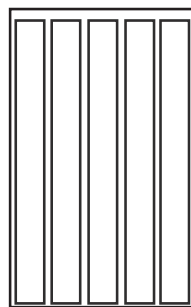
**2" wide x 2" high ..... \$10.00**  
**2 Weeks for only \$15.00 each or**  
**8 Weeks for only \$50.00**

## FREQUENCY RATES

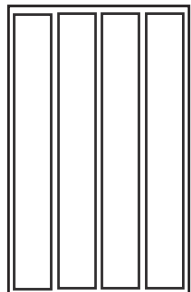
### Display

|                                       |                 |
|---------------------------------------|-----------------|
| Frequency Rates                       | Column Inch     |
| Open rate .....                       | \$9.39          |
| 3-6 runs .....                        | \$8.80          |
| 7-12 runs .....                       | \$8.20          |
| 13-23 runs .....                      | \$7.60          |
| 23-42 runs .....                      | \$7.00          |
| <b>Cost per color .....</b>           | <b>\$65.00</b>  |
| <b>Process color (4 colors) .....</b> | <b>\$265.00</b> |

## SAMPLE PAGE



5 COLUMN GRID  
 Columns are 2" wide.  
 Cost per column inch is  
 \$9.39  
 Multiply number of columns  
 wide by number of inches  
 high then multiply product  
 by \$9.39



4 COLUMN GRID  
 Columns are 2.5" wide.  
 Cost per  
 column inch is \$14.09  
 Multiply number of columns  
 wide by number of inches  
 high then multiply product  
 by \$14.09

## MECHANICAL DETAILS

Tabloid Page = 5 columns wide (10 inches) x 15.5" high

| Columns | Inches   | Picas |
|---------|----------|-------|
| 1 ..... | 2 .....  | 11.6  |
| 2 ..... | 4 .....  | 24.0  |
| 3 ..... | 6 .....  | 36.5  |
| 4 ..... | 8 .....  | 49.0  |
| 5 ..... | 10 ..... | 61.5  |

100-line screen e-mail ads as PDF files to  
[advertising@bellevillemessenger.org](mailto:advertising@bellevillemessenger.org)

## 2009 EDITORIAL CALENDAR

### January

**8 – Vocations**  
**22 – Diocesan 6-month calendar**

### February

**5 – Catholic Schools Week**  
**19 – Regular Publication**

### March

**5 – Appeal Supplement**  
**19 – El Mensajero/Spanish Supplement**

### April

**2 – Easter Greetings**  
**16 – Spring Senior Living**  
**30 – Regular**

### May

**14 – Health & Fitness**  
**28 – Graduation & Memorial Day**

### June

**11 – Priest Jubilee & Picnic Sections**  
**25 – Regular Publication**

### July

**9 – Picnic section**  
**23 – Diocesan 6-month calendar/Back to School**

### August

**6 – Regular Publication**  
**20 – Religious Jubilee**

### September

**3 – Fall Senior Living**  
**17 – PSR (Parish Religious Education) Supplement**

### October

**1 – Respect Life**  
**15 – Priest Appreciation & High School Open House**  
**29 – Regular Publication**

### November

**12 – Faith in the Marketplace**  
**26 – Regular Publication**

### December

**10 – Regular Publication**  
**24 – Christmas Greetings**

Advertising Representative

Bernadette Middeke

618-233-8670

Voice Mail: 618-235-9601, ext. 122

Fax: 618-235-9605 e-mail: [advertising@bellevillemessenger.org](mailto:advertising@bellevillemessenger.org)