



Catholic San Francisco

MEDIA KIT

Catholic San Francisco Magazine

One Peter Yorke Way, San Francisco, CA 94109

415.614.5644





Catholic San Francisco

Reach a greater audience with the Bay Area's largest Catholic magazine

What's Coming?

We are extremely excited to announce a shift in Catholic San Francisco's communications offerings! Building on decades of great work, we launched new products and platforms in September 2021. We believe you will appreciate the changes, and look forward to delivering our subscribers communications that inspire, help, and bring you closer to Christ and His Church.

Why the changes?

Print and digital communications have changed rapidly over the past decade. So while our message is timeless, the way it's delivered requires change. With feedback from readers, clergy, advisors, and with an eye toward doing more with less, we are proud of a plan to offer a greater value to the faithful.





Catholic San Francisco

FIRST MAGAZINE LAUNCHED IN SEPTEMBER 2021.

Beautifully designed magazine delivered 6-8 times per year and accentuated with corresponding videos on our website.



Content that gives you a greater awareness of the amazing people and ministries across the archdiocese.



News will continue through our website and digital newsletter allowing for real time breaking stories and weekly recaps.



Feature stories that inspire an appreciation for your faith and offer real assistance that improves your life in other ways.



ALL DONE AT COST SAVINGS TO THE ARCHDIOCESE:
Massive reductions in shipping and printing costs, and a variety of other changes have resulted in major savings!





Catholic San Francisco

2021-22 PUBLISHING SCHEDULE

Month	In Home	Advertising Reservation Deadline	Camera-Ready Ad Deadline
<i>September</i>	Sept. 10	8/20/2021	8/27/2021
<i>October/November</i>	Oct. 25	9/10/2021	9/15/2021
<i>December</i>	Dec. 15	11/9/2021	11/16/2021
<i>January 2022</i>	Jan. 24	12/13/2021	12/20/2021
<i>February 2022</i>	Feb. 14	1/10/2022	1/14/2022
<i>March / April 2022</i>	April 1	2/18/2022	2/25/2022
<i>May 2022</i>	May 2	3/21/2022	3/28/2022
<i>June / July 2022</i>	June 20	5/9/2022	5/16/2022



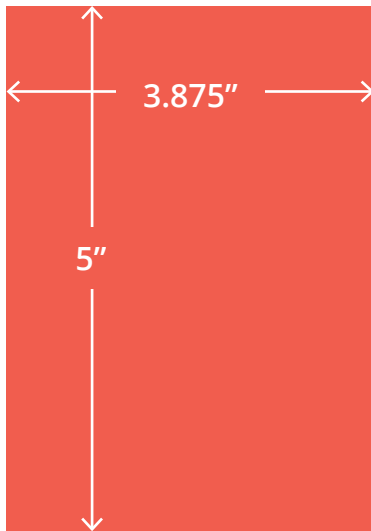
Catholic San Francisco

AD SPECIFICATIONS

FULL COLOR | 8 EDITIONS

1/4 PAGE

Mission Advancement



FREQUENCY

Price per Ad	Price per Ad	Price per Ad
<i>Open Rate</i>	<i>4 ad minimum</i>	<i>8 ad minimum</i>
\$840	\$750	\$714

PDF Format: Press Quality

Please provide the final PDF file without any printer's marks.

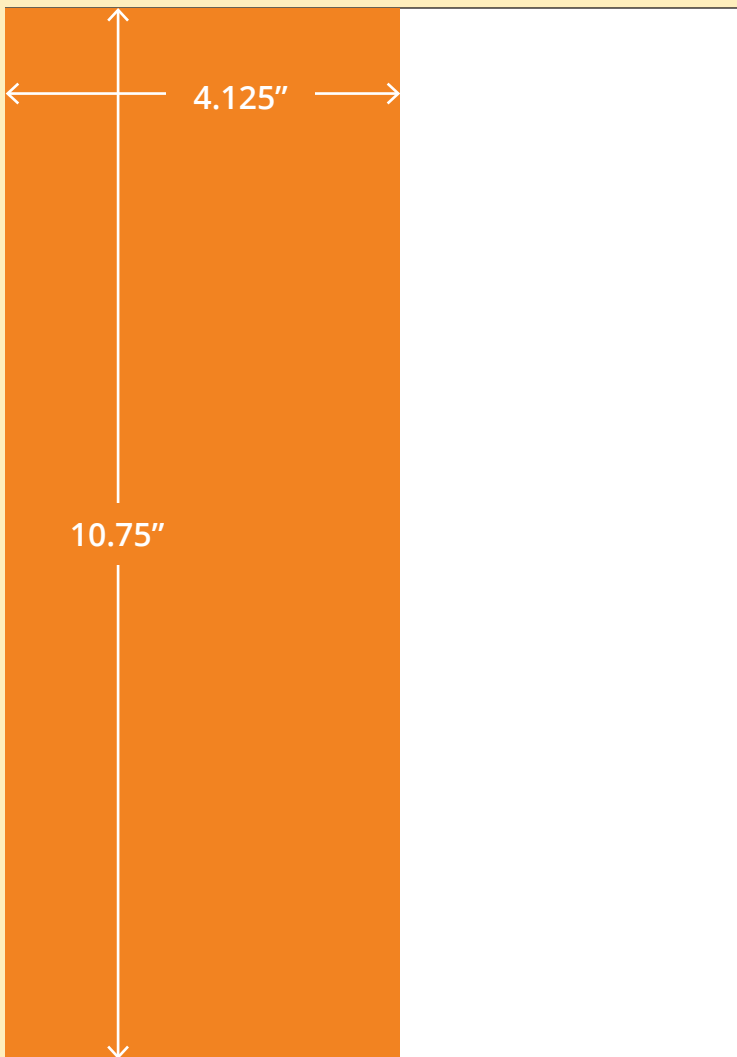


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AD SPECIFICATIONS

FULL COLOR | 8 EDITIONS

1/2 PAGE | VERTICAL WITH BLEED



FREQUENCY

Price per Ad	Price per Ad	Price per Ad
<i>Open Rate</i>	<i>4 ad minimum</i>	<i>8 ad minimum</i>
\$1,680	\$1,512	\$1,428

PDF Format: Press Quality

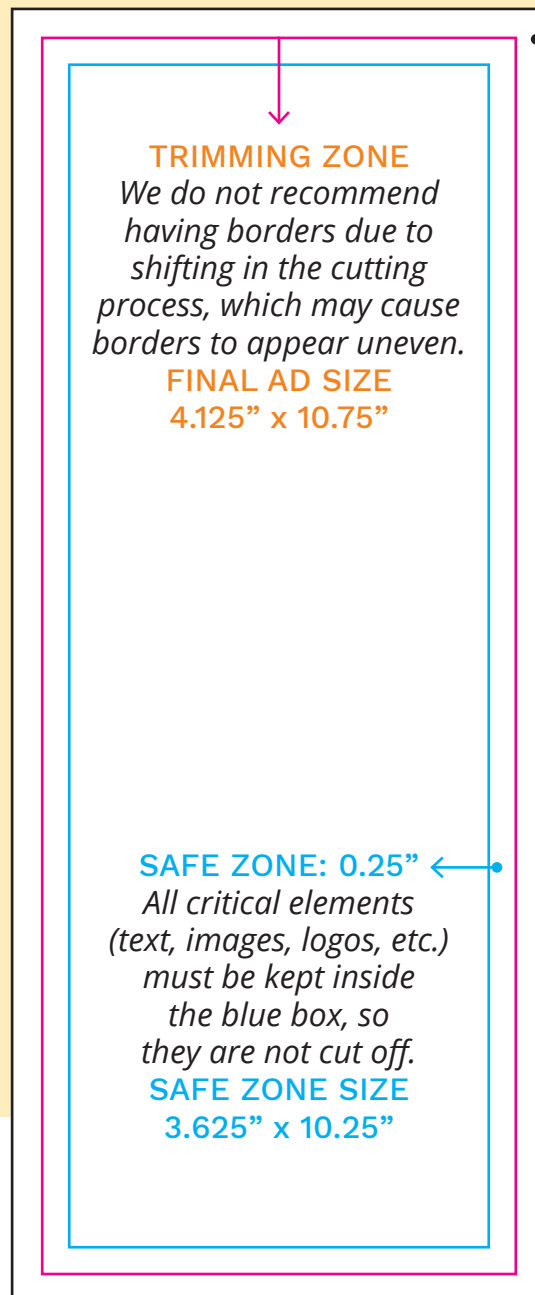
Please provide the final PDF file without any printer's marks.



Catholic San Francisco

SPECS

1/2 PAGE | VERTICAL WITH BLEED



→ **BLEED ZONE: 0.25"**
Please allow 0.25" cutting tolerance all around. Make sure to extend the background images or colors all the way to the edge of the black outline.
AD SIZE WITH BLEED
4.625" x 11.25"

SAFE ZONE: 0.25" ←
All critical elements (text, images, logos, etc.) must be kept inside the blue box, so they are not cut off.
SAFE ZONE SIZE
3.625" x 10.25"

PDF Format: Press Quality
Please provide the final PDF file without any printer's marks.

** Not the actual size (reduced to 60%)*

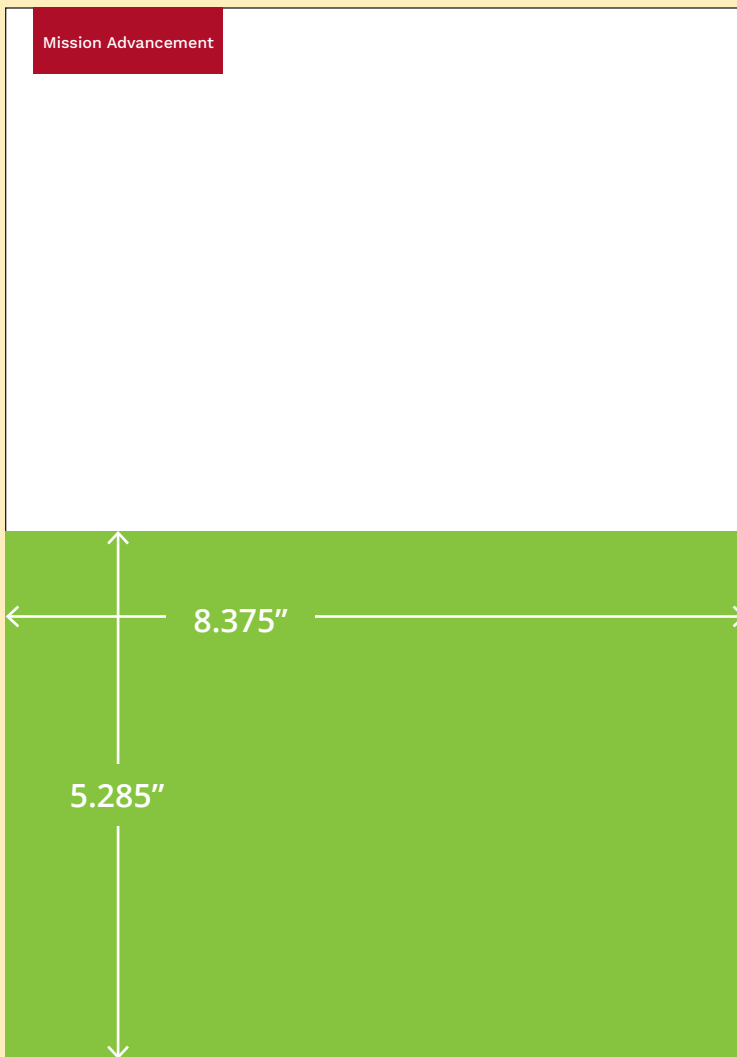


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AD SPECIFICATIONS

FULL COLOR | 8 EDITIONS

1/2 PAGE | HORIZONTAL WITH BLEED



FREQUENCY

Price per Ad	Price per Ad	Price per Ad
<i>Open Rate</i>	<i>4 ad minimum</i>	<i>8 ad minimum</i>
\$1,680	\$1,512	\$1,428

PDF Format: Press Quality

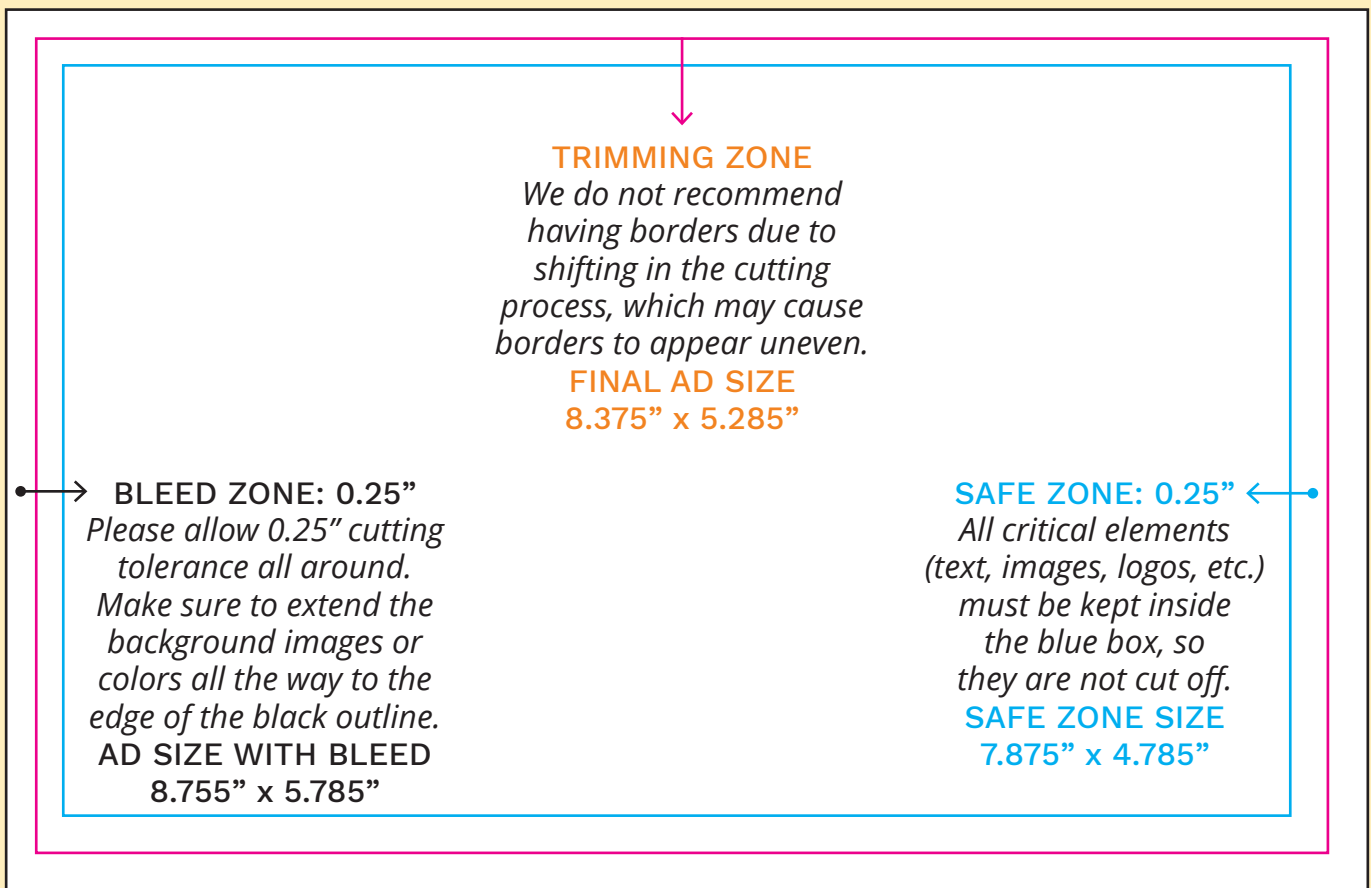
Please provide the final PDF file without any printer's marks.



Catholic San Francisco

SPECS

1/2 PAGE | HORIZONTAL WITH BLEED



PDF Format: Press Quality

Please provide the final PDF file without any printer's marks.

* Not the actual size (reduced to 80%)

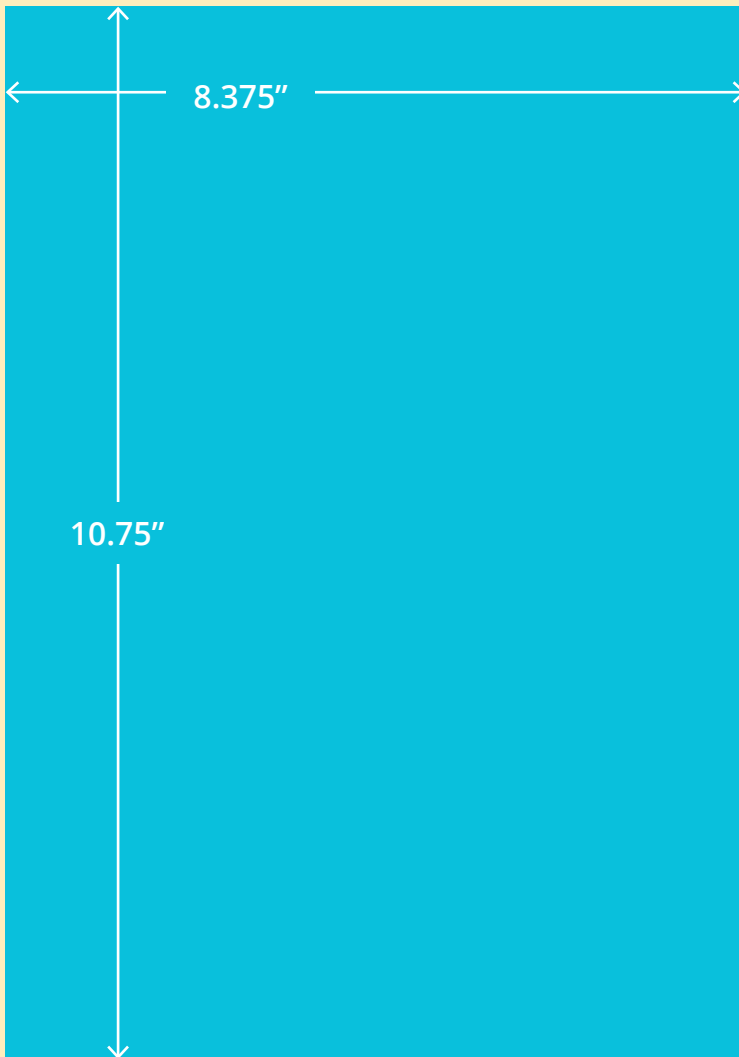


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AD SPECIFICATIONS

FULL COLOR | 8 EDITIONS

FULL PAGE | WITH BLEED



FREQUENCY

Price per Ad	Price per Ad	Price per Ad
<i>Open Rate</i>	<i>4 ad minimum</i>	<i>8 ad minimum</i>
\$3,360	\$3,024	\$2,886

PDF Format: Press Quality

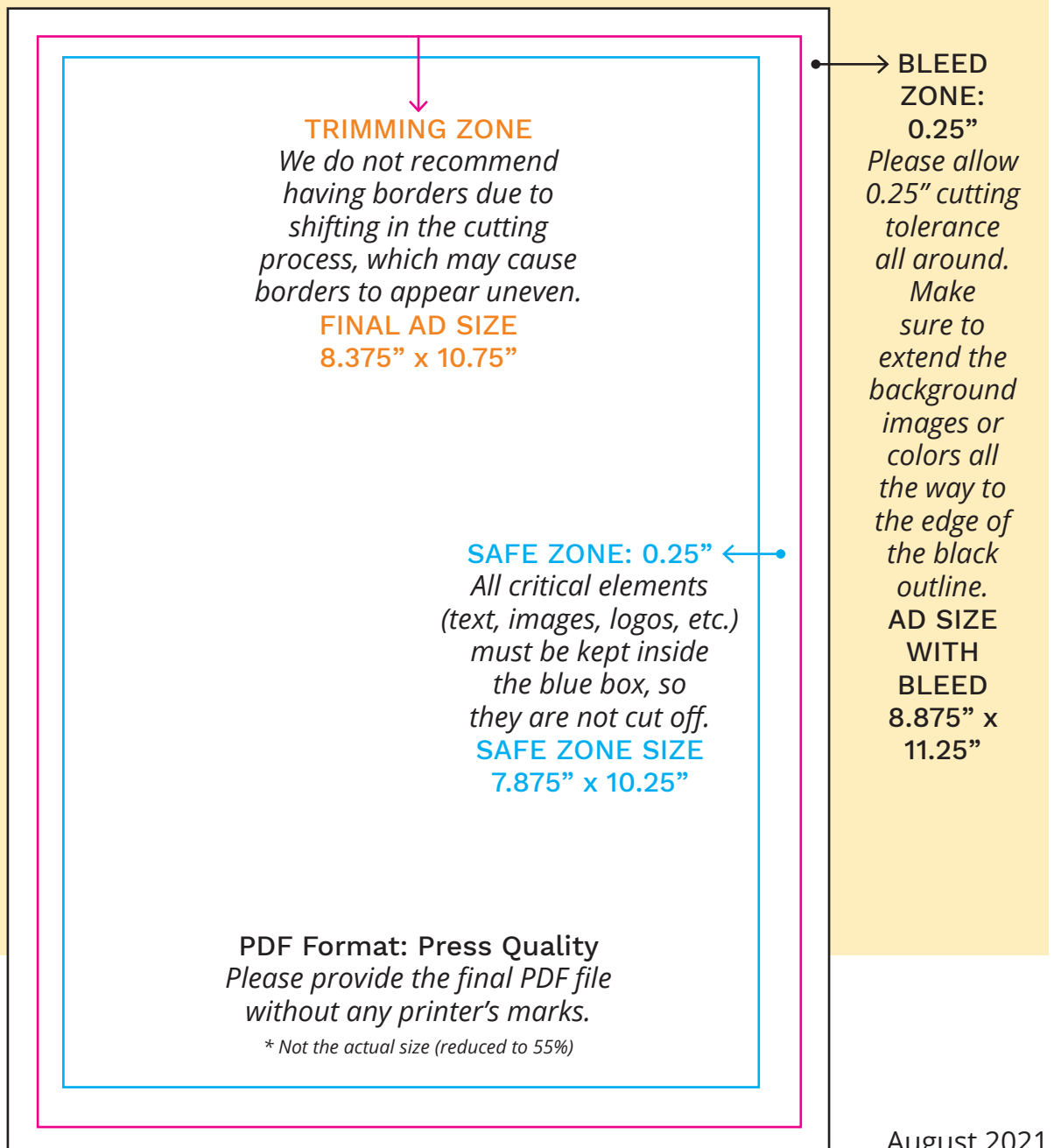
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SPECS

FULL PAGE | WITH BLEED



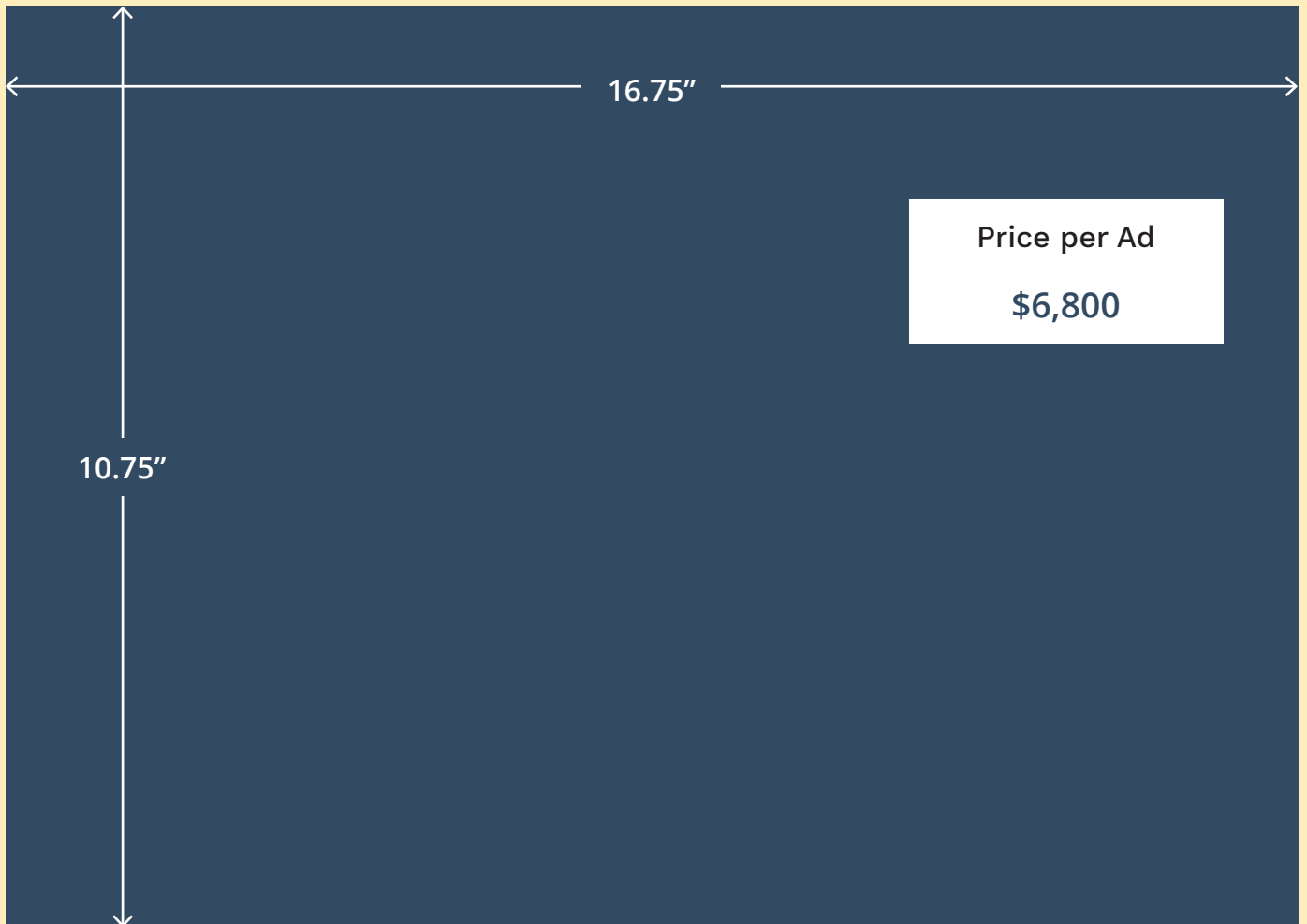


Catholic San Francisco

AD SPECIFICATIONS

FULL COLOR | 8 EDITIONS

DOUBLE TRUCK | WITH BLEED



PDF Format: Press Quality

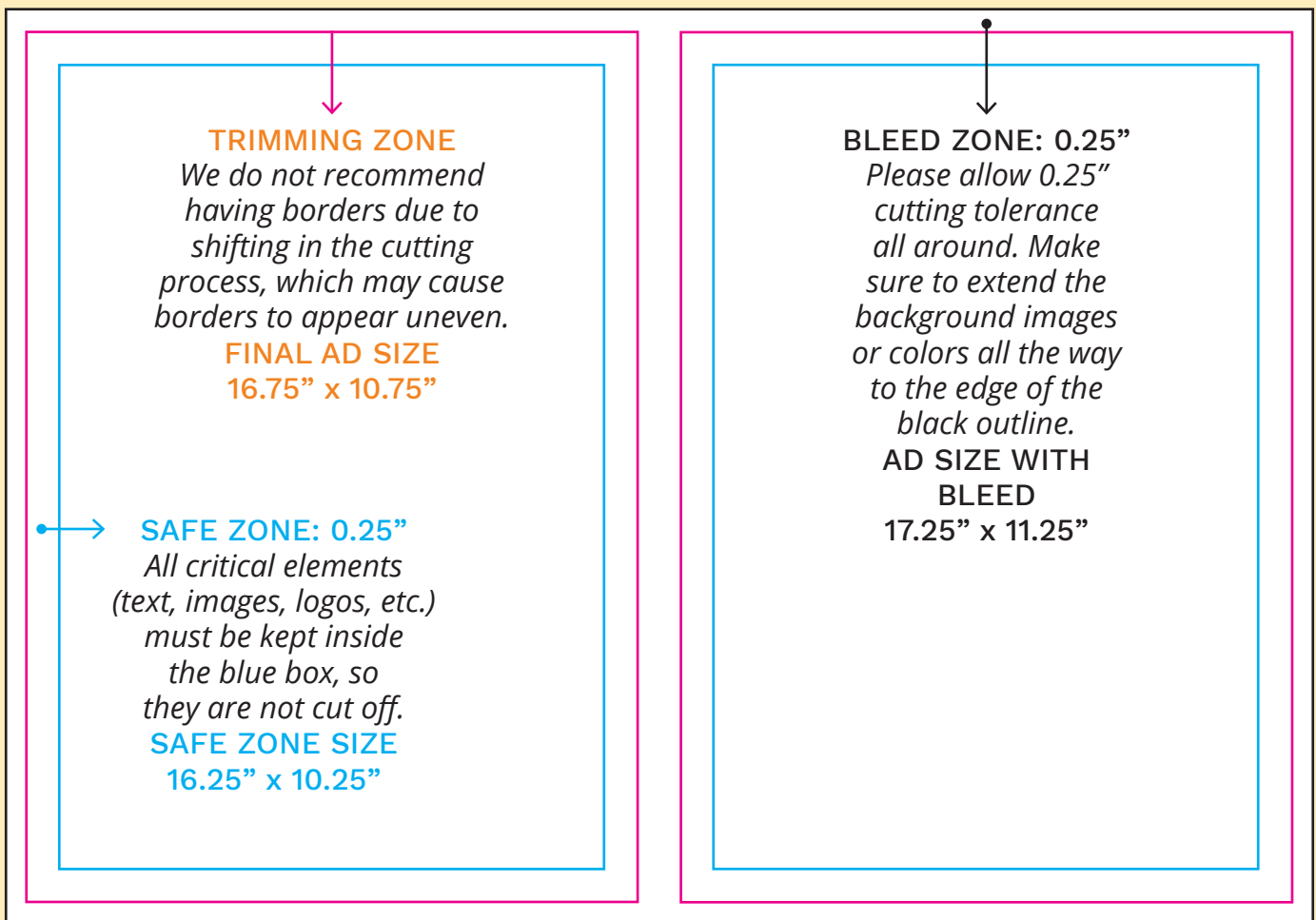
Please provide the final PDF file without any printer's marks.



Catholic San Francisco

SPECS

DOUBLE TRUCK | WITH BLEED



PDF Format: Press Quality

Please provide the final PDF file without any printer's marks.

* Not the actual size (reduced to 55%)



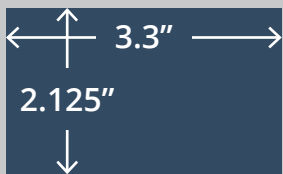
Catholic San Francisco

CLASSIFIED AND SERVICE DIRECTORY ADVERTISING

For information please contact 415-614-5644 or podestam@sfarch.org

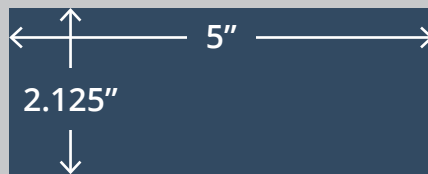
Classified Display
box ad – MEDIUM

\$125



Classified Display
box ad – LARGE

\$165



CLASSIFIED/SERVICE DIRECTORY RATES

Line Ads are \$7.00 per line with a 5-line minimum.
(There are approximately 38 characters per line).
Logo or photo can be added for an additional charge.

PRAYERS

Line Ads are \$7.00 per line with a 3-line minimum.



Catholic San Francisco

THANK YOU

Mary Podesta

Advertising Director
Catholic San Francisco & San Francisco Católico

415.614.5644
podestam@sfarch.org

One Peter Yorke Way
San Francisco, CA 94109

Billing and Credit terms

Net 30 days. We accept credit card payments through VISA, MasterCard, or Discover, and payment by check.

**We offer ad creation free of charge, including 2 revisions.
Any changes after the second revise will be charged at
the rate of \$50 per subsequent revision.**