



# 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

## 2022-23 PUBLISHING SCHEDULE

Month	In Home Target Week	Advertising Reservation Deadline	Advertising Copy Deadline
<i>September</i>	<b>Sept. 12</b>	6/22/2022	7/27/2022
<i>October/November</i>	<b>Oct. 24</b>	8/5/2022	8/9/2022
<i>December</i>	<b>Dec. 12</b>	9/22/2022	9/26/2022
<i>January 2023</i>	<b>Jan. 23</b>	11/7/2022	11/9/2022
<i>February 2023</i>	<b>Feb. 20</b>	11/30/2022	12/5/2022
<i>March / April 2023</i>	<b>March 27</b>	1/13/2023	1/17/2023
<i>May / June 2023</i>	<b>June 19</b>	3/29/2023	4/3/2023
<i>September 2023</i>	<b>Sept. 11</b>	6/21/2023	6/26/2023
<i>October/ November 2023</i>	<b>Oct. 23</b>	8/4/2023	8/8/2023
<i>December 2023</i>	<b>Dec. 11</b>	9/20/2023	9/25/2023

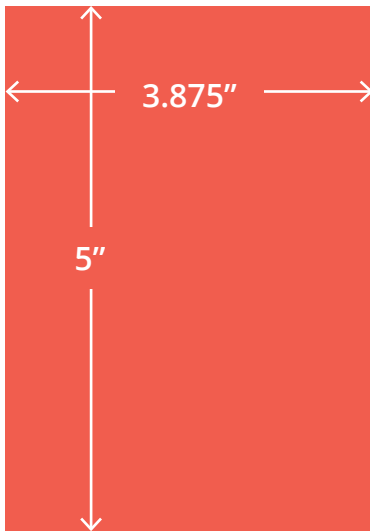


# Catholic San Francisco

## AD SPECIFICATIONS FULL COLOR

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>7 ad minimum</i>
<b>\$840</b>	<b>\$756</b>	<b>\$714</b>

PDF Format: Press Quality

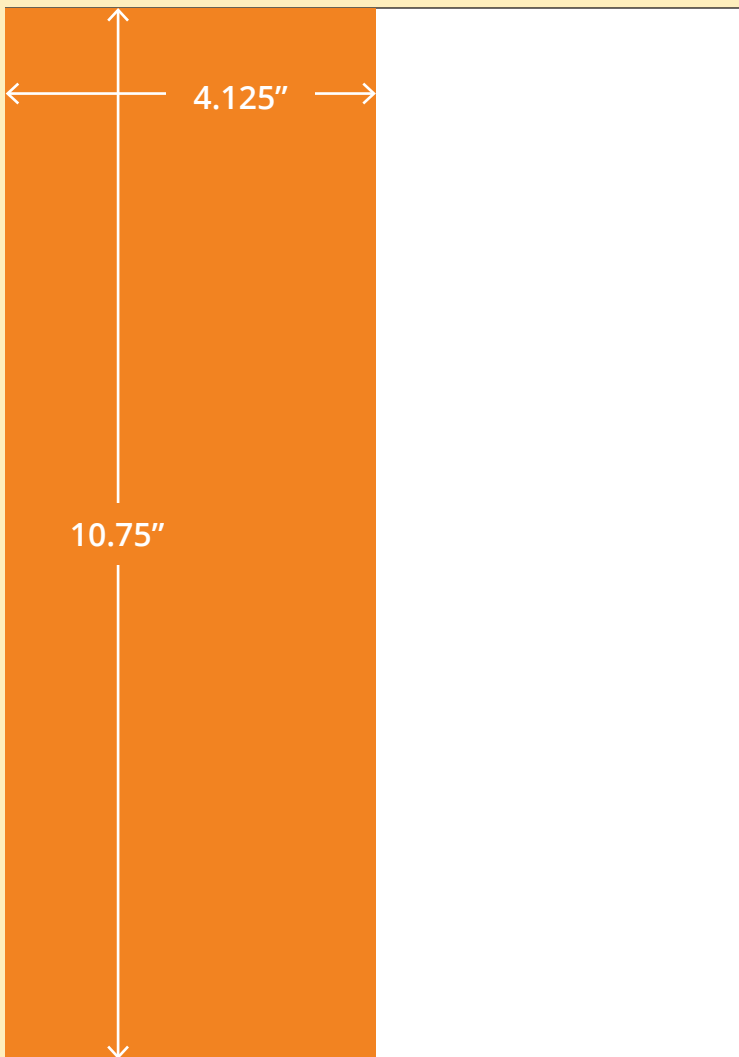
Please provide the final PDF file without any printer's marks.



# Catholic San Francisco

## AD SPECIFICATIONS FULL COLOR

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>7 ad minimum</i>
<b>\$1,680</b>	<b>\$1,512</b>	<b>\$1,428</b>

PDF Format: Press Quality

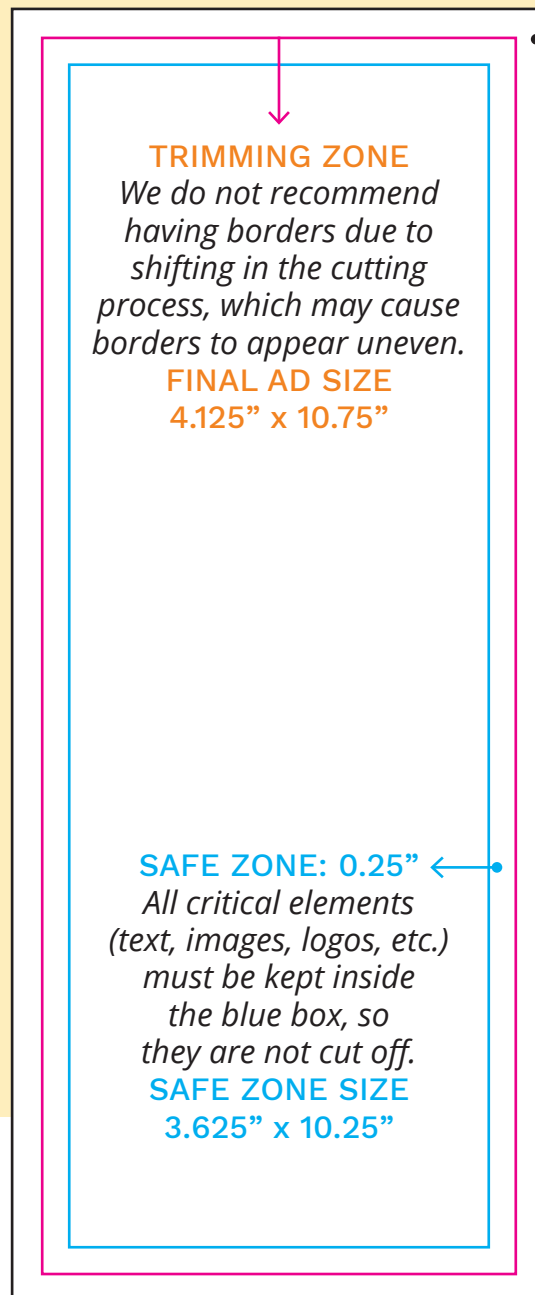
Please provide the final PDF file without any printer's marks.



# 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"

**TRIMMING ZONE**  
*We do not recommend having borders due to shifting in the cutting process, which may cause borders to appear uneven.*

**FINAL AD SIZE**  
4.125" x 10.75"

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

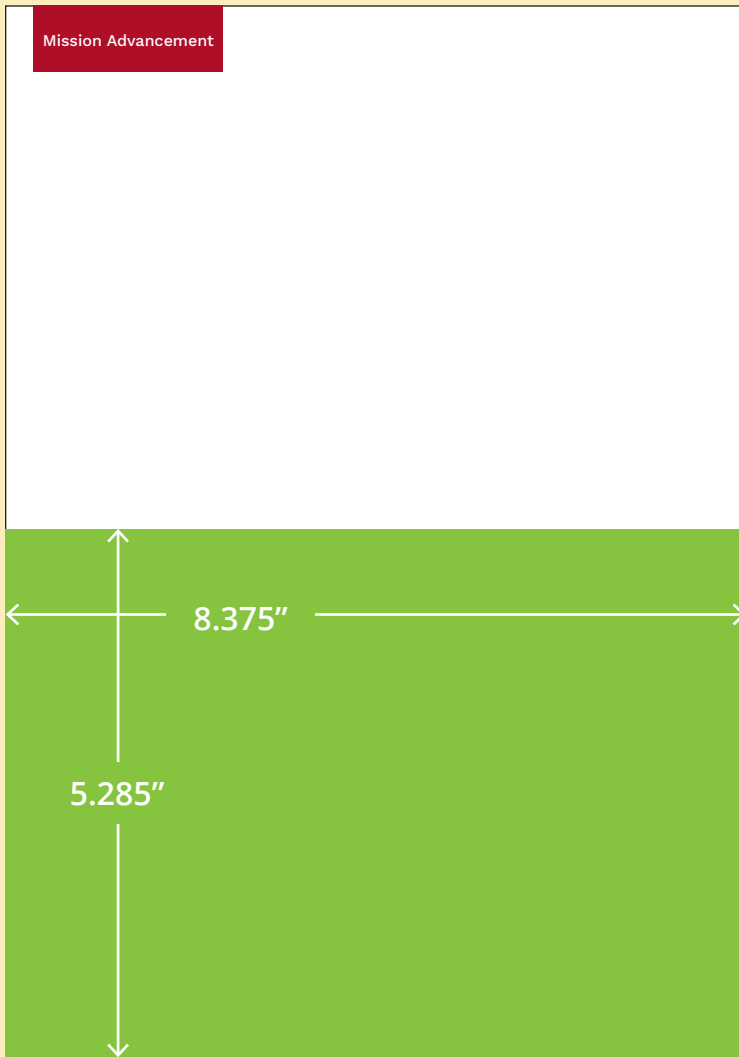
*\* Not the actual size (reduced to 60%)*



# Catholic San Francisco

## AD SPECIFICATIONS FULL COLOR

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>7 ad minimum</i>
<b>\$1,680</b>	<b>\$1,512</b>	<b>\$1,428</b>

PDF Format: Press Quality

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

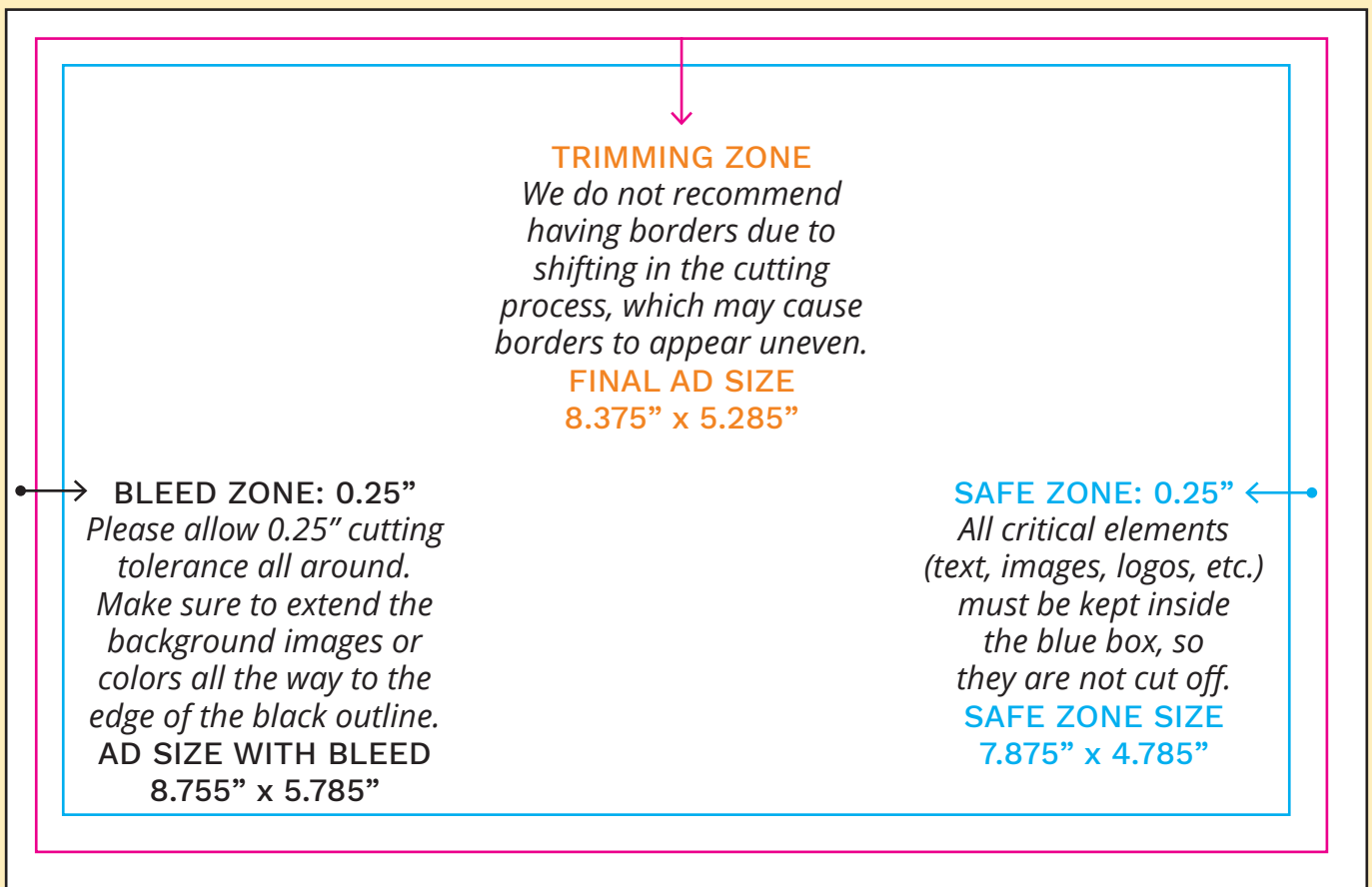




# Catholic San Francisco

## SPECS

1/2 PAGE | HORIZONTAL WITH BLEED



PDF Format: Press Quality

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

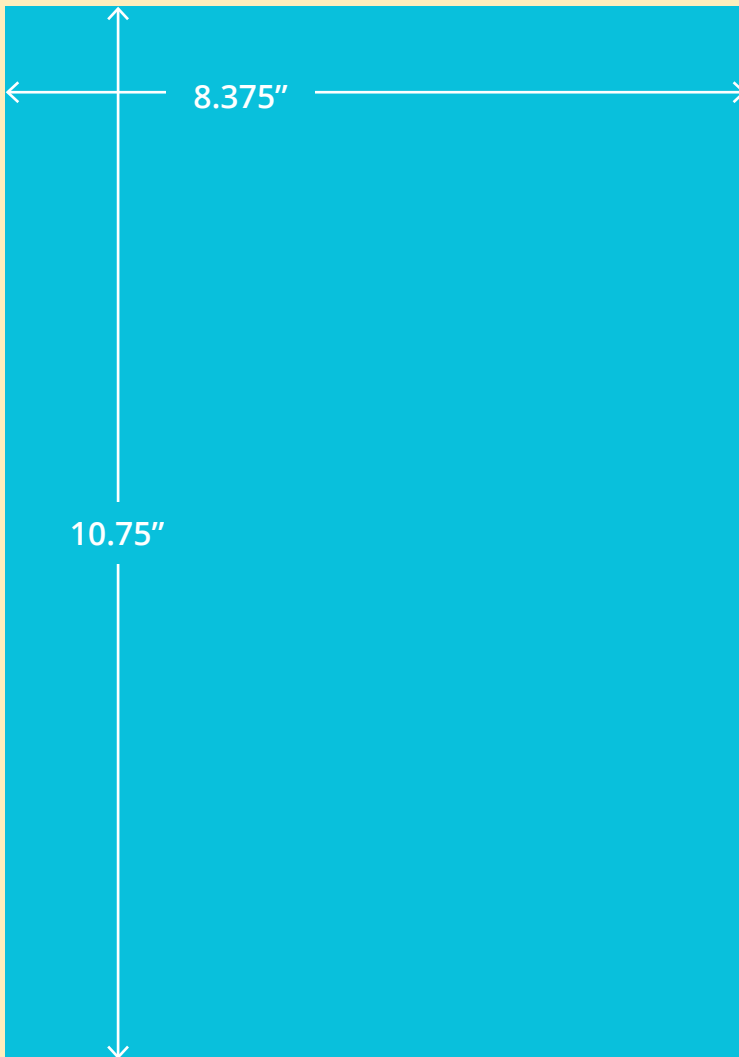
\* Not the actual size (reduced to 80%)



# Catholic San Francisco

## AD SPECIFICATIONS FULL COLOR

FULL PAGE | WITH BLEED



FREQUENCY		
Price per Ad	Price per Ad	Price per Ad
<i>Open Rate</i>	<i>4 ad minimum</i>	<i>7 ad minimum</i>
\$3,360	\$3,024	\$2,886

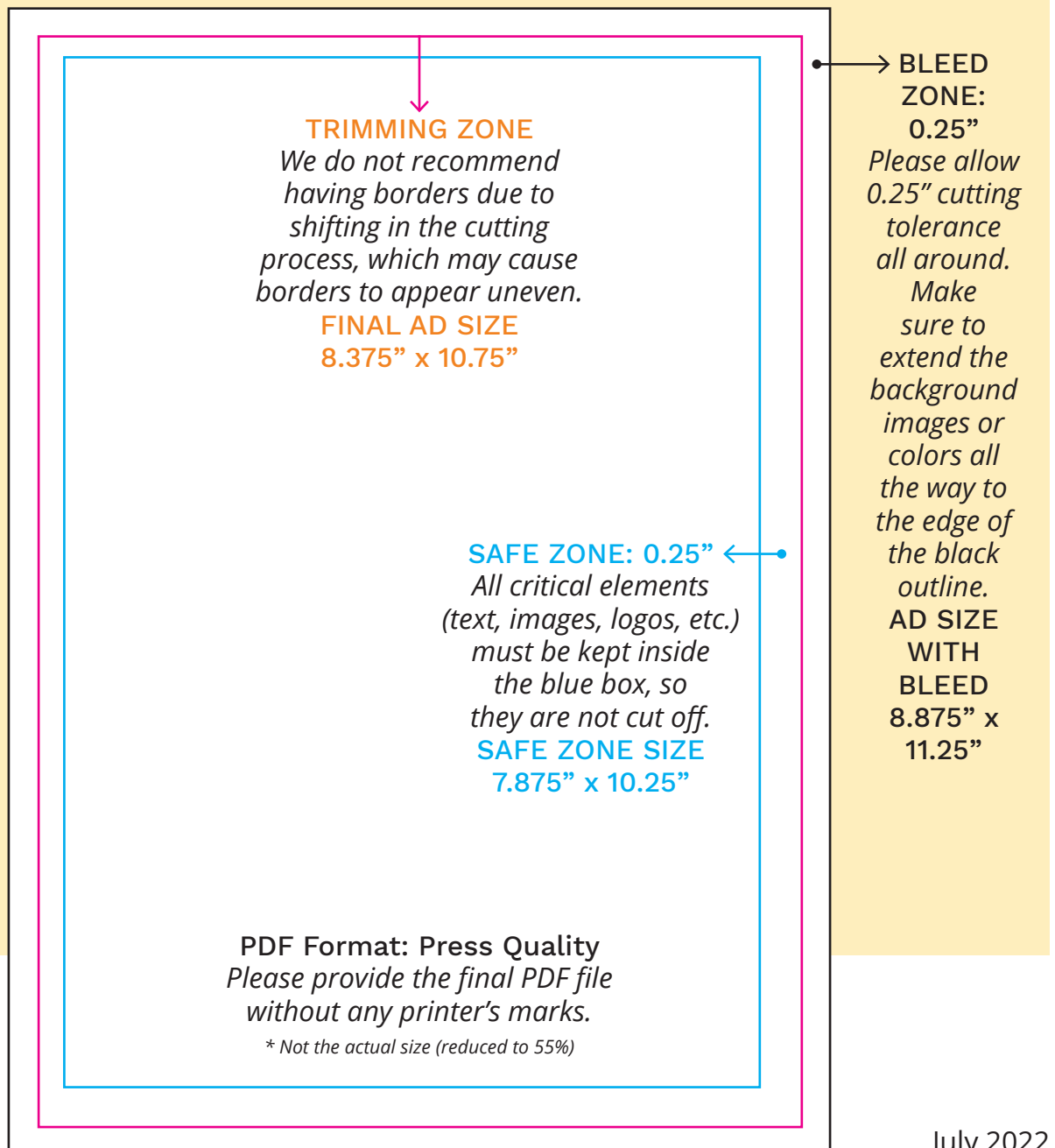
PDF Format: Press Quality  
Please provide the final PDF file without any printer's marks.



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## SPECS

### FULL PAGE | WITH BLEED

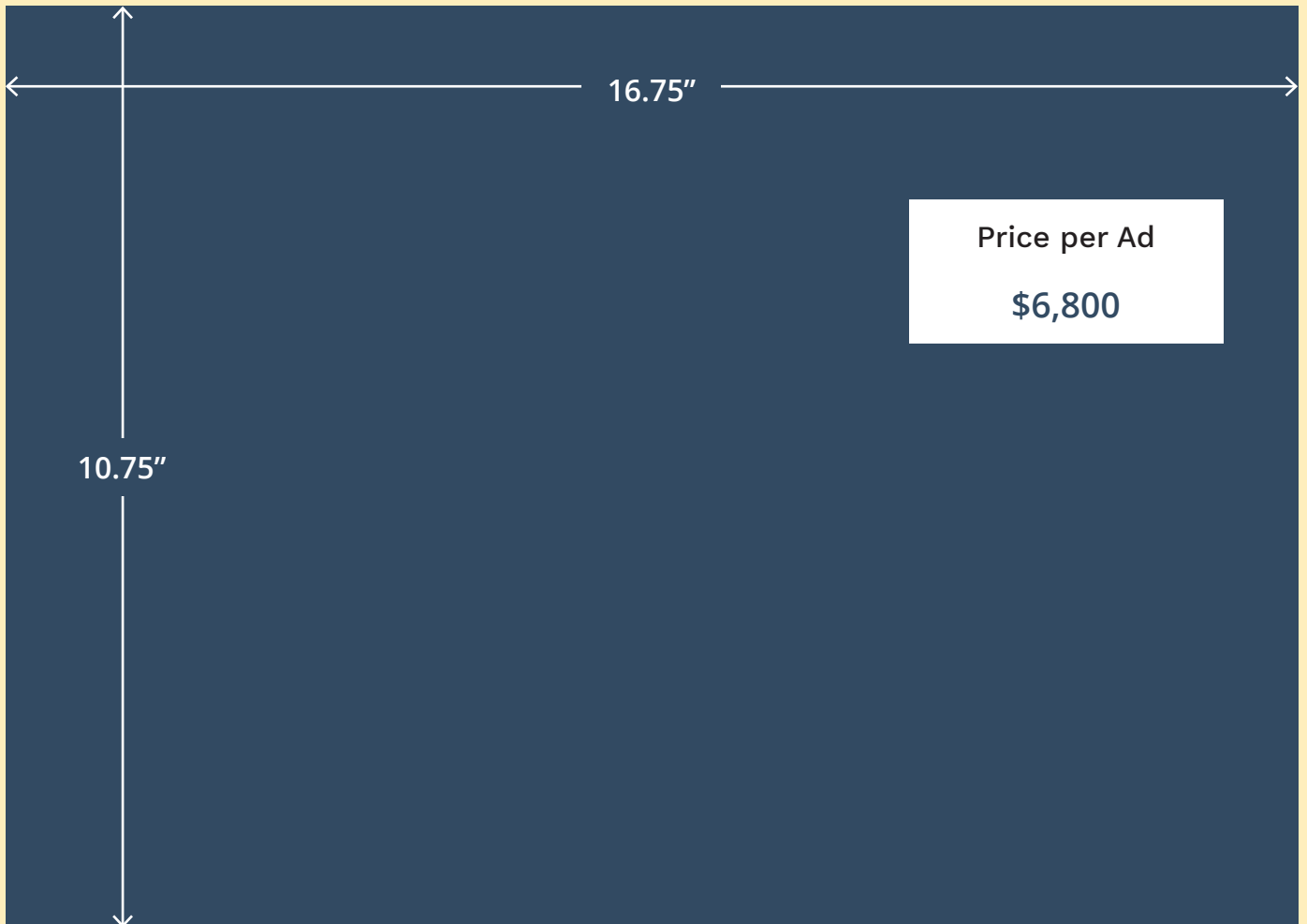




**Catholic  
San Francisco**

**AD SPECIFICATIONS**  
*FULL COLOR*

**DOUBLE TRUCK | WITH BLEED**



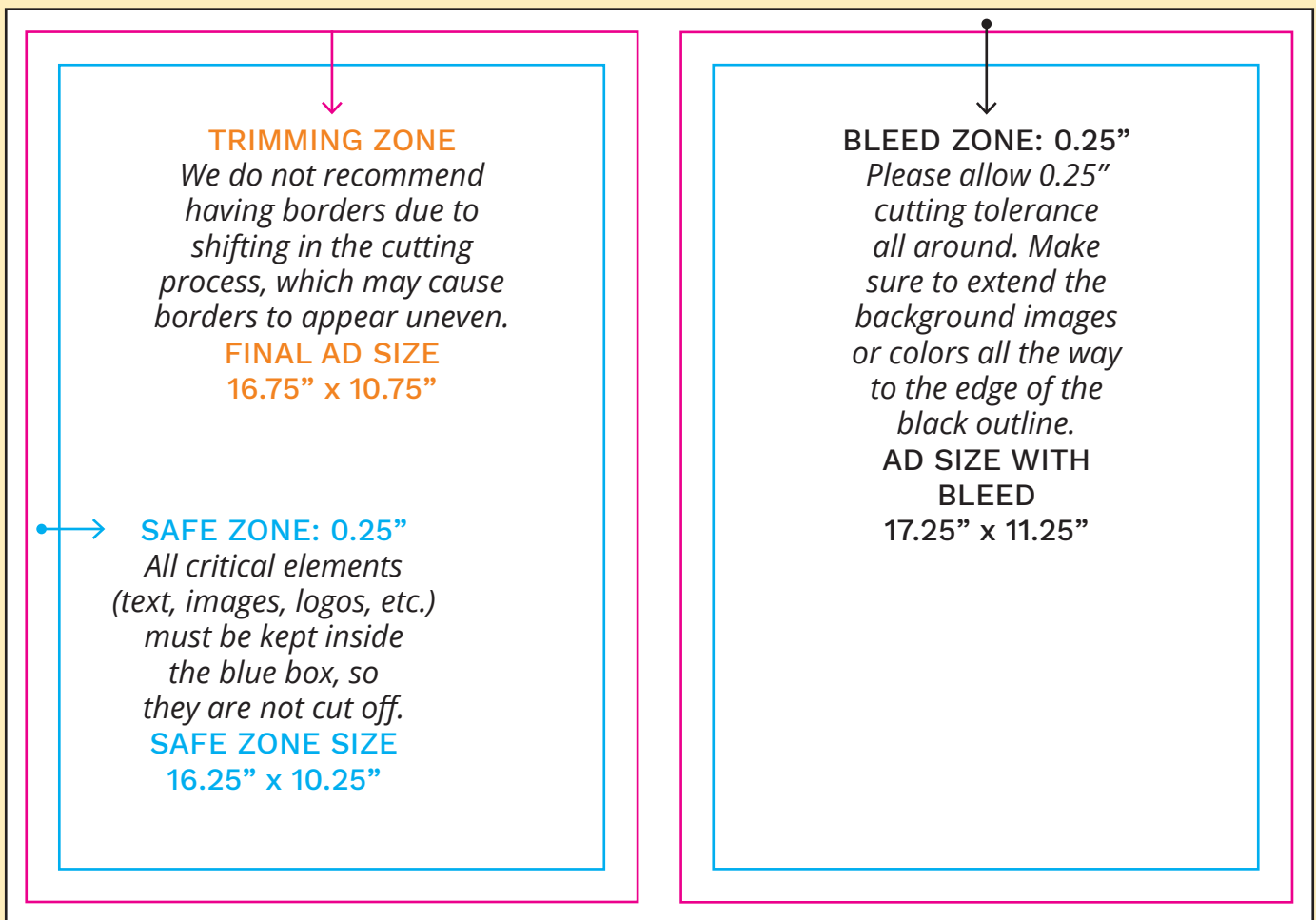
PDF Format: Press Quality  
*Please provide the final PDF file without any printer's marks.*



# 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%)



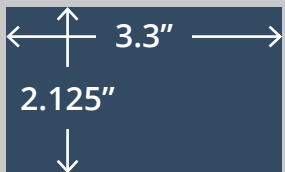
# Catholic San Francisco

## CLASSIFIED AND SERVICE DIRECTORY ADVERTISING

For information please contact 415-614-5644 or [podestam@sfarch.org](mailto:podestam@sfarch.org)

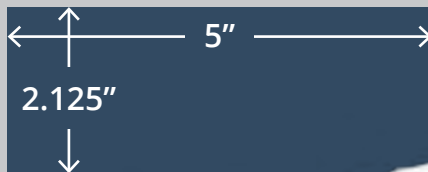
Classified Display  
box ad – MEDIUM

\$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.



Obituaries,  
memorials  
& prayers

Classified / Service  
Directory



# Catholic San Francisco

THANK YOU

## **Phillip Monares**

Advertising

Catholic San Francisco & San Francisco Católico

**415.614.5644**

**monaresp@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, 2 revisions only. Any changes after the second revise will be charged at the rate of \$50 per subsequent revision.**