



Capture the Loyal Catholic Market!

Affordability in Advertising with Maximum Results!



Reach over
25,000 households
each week!

Full Page
10.25"w x 15.5"h

10.25"w x 7.75"h
(horizontal only)
1/2

(2 col) 4"w x 7.75"h
1/4

(3 col) 6.08"w x 7.75"h
1/3

4"w x 3"h
1/8 (2 col)
4"w x 3.75"h

2"w x 2"h
1" Banner ad 10.25"w x 1"h
2" Banner ad 10.25"w x 2"h
1" Banner ad
2" Banner ad

Additional Information

Circulation: Approximately 25,000 weekly distribution, most delivered by USPS (1).

Color: \$100 additional for full color, per each ad.

Discounts: Additional discounts are available for payments in advance. Ask your sales account representative for more details.

Special Services: Copy writing, design, and layout assistance available at no charge.

Restrictions: Ad message must support the mission of the Catholic Church. Alcohol, gambling, political or adoption services ads are not accepted.

Placement: Every effort is made to accommodate placement requests, but ad placement location is not guaranteed.

Commissions: 15% offered to bonafide agencies.

Publisher's Option: The publisher reserves the right to reject any advertising at his discretion.

DEADLINES:

The Observer is published on Fridays, 47 weeks per year. **Ad space deadline is Tuesday, 10 days prior to publication date.**

(1) Average weekly circulation for 12 months ending 9/16/13 was 25,694; includes one special issue.

WEEKLY BUSINESS SPOTLIGHT ADS

One single ad for a whole year - \$475!

\$ 9.50 Single 2.75" wide x 1" high

\$ 19.00 Double 2.75" wide x 2" high

\$ 28.50 Triple 2.75" wide x 3" high

CLASSIFIED ADS

Call us to inquire about classified ad rates and sizes.

For rates and further information contact

Kevin McCarthy at

815-399-4300 ext. 385

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