



**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**

**Reach over  
25,000 households  
each week!**

**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.

For rates and further information contact

Jill Bonk at

815-339-4300 ext. 419

[jbbonk@rockforddiocese.org](mailto:jbbonk@rockforddiocese.org)



**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.