

# CATHOLIC NEW YORK

AMERICA'S LARGEST CATHOLIC NEWSPAPER

# MEDIA KIT 2019



Delivering Catholic community news since 1981.  
In print and on the web we are the voice of Catholic New Yorkers.

AMERICA'S LARGEST CATHOLIC NEWSPAPER

# CATHOLIC NEW YORK

1011 FIRST AVENUE, 1721 NEW YORK, NY 10022 (212) 688-2399 WWW.CNY.ORG

## GENERAL EXCELLENCE:

*Catholic New York* won first-place General Excellence honors for the fourth consecutive year in the 2016 Catholic Press Awards competition. Winning a national General Excellence award FOUR years in a row means we are consistently producing a high quality newspaper. With 126,000 paid and audited (A.A.M.) bi-weekly subscribers we have an engaged readership and an effective reach. This is why *Catholic New York* should be part of your media plan. The judges called us “a stellar paper that has the advantage of size many other publications do not have. The sheer wealth of information was impressive, and the dynamic energy of the Church in New York leaps out of the pages of this newspaper through its skilled use of photos and an interesting array of news features.”

## CATHOLIC NEW YORK...

- is America's Largest Circulation Catholic Newspaper,
- is A.A.M. audited and delivered by mail to our 126,000 subscribers,
- is published bi-weekly, 26 times per year, and dated every other Thursday,
- the reservation & copy deadline is the Tuesday, (9 days prior) to the issue,
- offers a 15% frequency discount for 4 non-profit or 6 for-profit insertions in a 12-month period,
- offers quality 4-color printing for \$250 additional per ad,
- offers three premium positions: centerfold, back cover, first full color page,
- advertising rates are effective through 12/31/2019.

**FOR MORE INFORMATION, PLEASE CONTACT THE ADVERTISING DEPARTMENT**

### **MATTHEW E. SCHILLER**

Advertising & Business Manager

[mschiller@cny.org](mailto:mschiller@cny.org)

212.688.2399 x3125

### **FOR ADVERTISING INQUIRIES PLEASE CALL:**

212-688-2399, press '5'

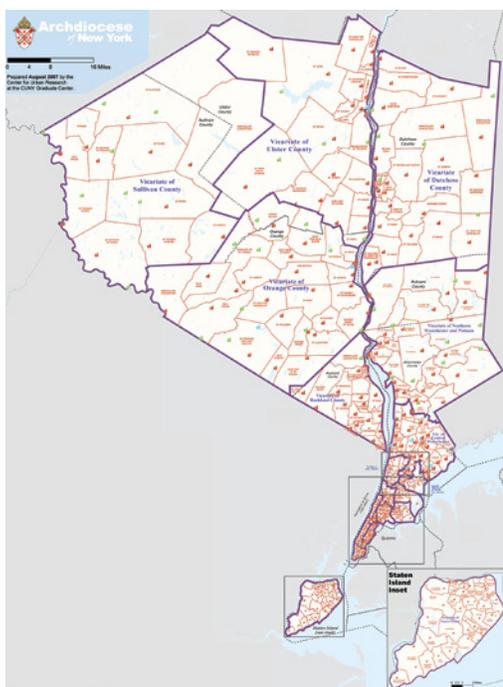
### **OR EMAIL:**

[adinquiries@cny.org](mailto:adinquiries@cny.org)

# CATHOLIC NEW YORK

AMERICA'S LARGEST CATHOLIC NEWSPAPER

**Official Newspaper  
for over 2.6 million  
Catholics living  
in the 10 county area  
of the Archdiocese  
of New York!**



**FOR MORE INFORMATION, PLEASE CONTACT:**

**MATTHEW E. SCHILLER**

Advertising & Business Manager  
mschiller@cny.org  
212.688.2399 x3125

## 2019 STATISTICAL INFORMATION AND MAP OF THE ARCHDIOCESE OF NEW YORK

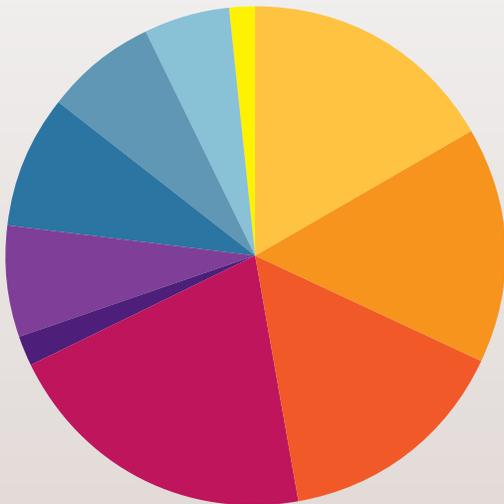
Cardinals	1
Bishops	7
Diocesan Priests	587
Religious Priests	595
Permanent Deacons	393
Brothers	307
Sisters	2,274
Parishes	293
Catholic Hospitals (patients treated annually)	5 385,000
Homes for Special Care (patients treated annually)	11 39,010
Child Welfare Centers (total assisted annually)	32 2,459
Day Care/Extended Care (total assisted annually)	346 5,226
Special Social Centers (total assisted annually)	1,011 372,798
Diocesan & Religious Seminaries (students)	1 71
Colleges & Universities (students)	9 41,565
High Schools (students)	46 23,323
Elementary Schools (students)	170 43,681
Children in Religious Ed	87,196
Infant Baptisms	18,713
Converts	894
Marriages	3,487
Deaths	11,485
Total Catholics	2,656,987
Total Population	5,904,416
Catholic Population Percentage	45%
Catholic New York - AAM paid circulation	126,000

# CATHOLIC NEW YORK

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## CATHOLIC NEW YORK CIRCULATION BY ZIP CODE AND COUNTY

County	Circulation	Percentage
Staten Island	21,037	16.67%
Manhattan	19,557	15.49%
Bronx	19,037	15.08%
Westchester	26,086	20.67%
Putnam	2,484	1.97%
Dutchess	8,941	7.08%
Rockland	10,874	8.62%
Orange	9,340	7.40%
Ulster	6,842	5.42%
Sullivan	2,019	1.60%
<b>Total</b>	<b>126,217</b>	<b>100.00%</b>



## 2019 PUBLISHING CALENDAR

MONTH	ISSUE DATES	AD DEADLINE
JANUARY	1/3	12/21/18
	1/17	1/8
	1/31	1/22
FEBRUARY	2/14	2/5
	2/28	2/19
MARCH	3/14	3/5
	3/28	3/19
APRIL	4/11	4/2
	4/25	4/16
MAY	5/9	4/30
	5/23	5/14
JUNE	6/6	5/28
	6/20	6/11
JULY	7/4	6/25
	7/18	7/9
AUGUST	8/1	7/23
	8/15	8/6
	8/29	8/20
SEPTEMBER	9/12	9/3
	9/26	9/17
OCTOBER	10/10	10/1
	10/24	10/15
NOVEMBER	11/7	10/29
	11/21	11/12
DECEMBER	12/5	11/26
	12/19	12/10
JANUARY 2020	1/2/2020	12/23/2019

FOR MORE INFORMATION, PLEASE CONTACT:

### MATTHEW E. SCHILLER

Advertising & Business Manager

[mschiller@cny.org](mailto:mschiller@cny.org)

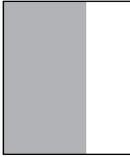
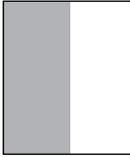
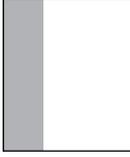
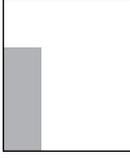
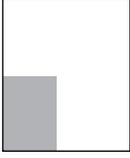
212.688.2399 x3125

# CATHOLIC NEW YORK

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## DISPLAY ADVERTISING SIZE AND COST SUMMARY

(RATES EFFECTIVE UNTIL DECEMBER 31, 2019)

<b>FULL PAGE</b> (color included) <b>\$4,000</b>		<b>Full</b> 10.25" (w) x 11" (h)		
<b>2/3 PAGE</b> <b>\$2,700</b>		<b>Vertical</b> 6.75" (w) x 11" (h)		<b>Horizontal</b> 10.25" (w) x 7" (h)
<b>1/2 PAGE</b> <b>\$2,000</b>		<b>Vertical</b> 5" (w) x 11" (h)		<b>Horizontal</b> 10.25" (w) x 5.5" (h)
<b>1/3 PAGE</b> <b>\$1,350</b>		<b>Vertical</b> 3.25" (w) x 11" (h)		<b>Horizontal</b> 10.25" (w) x 3.5" (h)
<b>1/4 PAGE</b> <b>\$1,000</b>		<b>Vertical</b> 3.25" (w) x 8" (h)		<b>Horizontal</b> 5" (w) x 5.5" (h)
<b>1/5 PAGE</b> <b>\$800</b>		<b>Banner</b> 10.25" (w) x 2.25" (h)		
<b>1/8 PAGE</b> <b>\$500</b>		<b>Vertical</b> 3.25" (w) x 4" (h)		<b>Horizontal</b> 5" (w) x 2.5" (h)

### PREMIUM POSITIONS (color included)

### DIMENSIONS (W x H)

### COST

First Full Color Page	10.25" x 11"	\$4,795
Back Cover	10.25" x 11"	\$5,250
Centerfold	21.5" x 11"	\$10,500
All Other Ad Sizes	Full Color	\$250 per ad

**MATTHEW E. SCHILLER**

Advertising & Business Manager mschiller@cny.org 212.688.2399 x3125

### IN-HOUSE PRINTED INSERTS

The majority of *Catholic New York* readers receive their bi-monthly issue by mail in their home. Advertisers now have an opportunity to insert their own inserts printed by *Catholic New York* on glossy 80 lb. stock into any issue at a fraction of what it would cost to mail directly to the subscriber households. Advertisers can mail inserts to our total circulation or they may select one or more areas from our separate circulation zones. *Catholic New York's* Alliance for Audited Media paid and audited circulation covers the ten counties of the Archdiocese of New York as shown on the map. These options of full run and selected zone distribution enable advertisers to target their specific markets.

We now offer print and insert services for 1, 2 or 4 page color inserts printed from your high resolution file on 80 lb glossy coated paper. We can also provide graphic design assistance if needed at no additional charge. Inserts are printed on 8.5 x 11 for one or two-sided sheets. **Artwork for the in-house printing of inserts must be provided no later than 14 days before the issue date.**

### PRINTED IN-HOUSE INSERT RATE AND ZONE CIRCULATION

# of Pgs	Cost Per M	Total Circulation Coverage	City Zone Manhattan Staten Island Bronx	Suburban Zone Westchester, Rockland, Putnam, Orange, Ulster Dutchess, Sullivan
		126,000	56, 200	69,800
1-4	\$65.00	\$8,190.00	\$3,640.00	\$4,537.00

### PRE-PRINTED FREE STANDING INSERTS

The majority of *Catholic New York* readers receive their bi-weekly issues by mail right in their home. You have the opportunity to insert your pre-printed inserts at a fraction of what it would cost to mail them directly to the subscriber households. Inserts can reach our total circulation or you may select either of two zones. *Catholic New York's* paid A.A.M. audited circulation covers the 3 New York City boroughs plus the 7 NY Metro Area counties in the Archdiocese of New York. The option of full run or zone distribution enables inserts to reach your target markets better.

### PRE-PRINTED INSERT RATES

# of Pgs	Net Cost Per M	Total Circulation (All 10 Counties)	City Zone Manhattan, Staten Island, Bronx	Suburban Zone Westchester, Rockland, Putnam, Orange, Ulster, Dutchess, Sullivan
		126,000	56, 200	69,800
1-4	\$48.00	\$6,048.00	\$2,697.60	\$3,350.40
5-8	\$55.00	\$6,930.00	\$3,091.00	\$3,839.00
9-12	\$62.00	\$7,812.00	\$3,484.40	\$4,327.00

- Circulation data is based on our most recent Alliance of Audited Media audit.
- Rates are non-commissionable, net to *Catholic New York*.
- Costs are estimated; exact cost will be based on actual circulation of issue.
- More than one insert could appear in an issue or zone – no exclusives granted.
- Inserts are subject to prior approval and must meet all U.S. Postal requirements.
- Send sample insert or pdf of planned insert to your *Catholic New York* Account Executive for advance approval.
- Deliver pre-printed inserts 1 week prior to publication to:  
*Times Herald-Record*, Attn: *Catholic New York*, 20 Smith Road, Middletown, NY, 10941 845-346-3051.
- Number of pre-printed inserts delivered should be total circulation requested plus 500 additional copies to cover spoilage.
- Send 12 copies of the actual pre-printed insert to your *Catholic New York* Account Executive for postage verification.

A first-class website is essential to informing and educating the nearly 3 million Catholics in the Archdiocese of New York. We engage a broad audience with local and world news, original content, commentary video and slideshow presentations. This is especially important because research shows that publication websites are reaching a new, younger audience through a medium they use every day. We invite you to join us at [www.cny.org](http://www.cny.org).

Based on data from Google Analytics, our website delivered a monthly average of over 400,000 impressions for the branded messages in prominent positions rotating throughout our website. There are sizes available for your advertising budget and the ads link our visitors directly to the specific web address of your choice. You can provide your own graphics or we can help you create a high-quality web banner that will deliver your message with impact.

### CNY.ORG WEB ADVERTISING RATES AND SIZES (effective through 12/31/2019)

Name	Position	Pixels	1 month	6 months	12 months
Skyscraper	R.O.S.	300x600	\$500 per month	\$450 per month	\$400 per month
Leaderboard	R.O.S.	728x90	\$450 per month	\$405 per month	\$360 per month
Rectangle	R.O.S.	300x250	\$400 per month	\$360 per month	\$320 per month
Sponsor Box	Section Page	300x250	\$300 per month	\$270 per month	\$240 per month

The screenshot shows the Catholic New York website layout. On the left sidebar, there is a vertical Skyscraper ad labeled 'Skyscraper 300 x 600'. At the bottom of the page, there is a horizontal Leaderboard ad labeled 'Leaderboard 728 x 90'. On the right side of the main content area, there are two smaller ads: a Rectangle ad labeled 'Rectangle 300 x 250' and a Sponsor Box ad labeled 'Sponsor Box 300 x 250'. The website content includes news articles with images and headlines.

### SPECIFICATIONS:

- Our website is designed to feature digital banner advertising in 3 standard IAB sizes (300 x 250, 300 x 600, 728 x 90).
- The layout is responsive and adapts to desktop, tablet and mobile screens.
- In order to serve the 728 x 90 Leaderboard ads to mobile devices, we also need a 300 x 250 Rectangle file, which will display better on the narrower screen without distortion.
- Rates are per month and client will be billed monthly.
- Web ad files can be submitted in jpg, gif, png, swf (multimedia flash) formats.
- Ads are placed on a Run of Site (ROS) rotating basis or in a fixed page position (Sponsorship) basis.
- All ads are subject to the publisher's approval.
- Artwork may be updated on a monthly basis.

# CATHOLIC NEW YORK

AMERICA'S LARGEST CATHOLIC NEWSPAPER

## COMMUNITY CLASSIFIED ADVERTISING RATES (RATES EFFECTIVE UNTIL DECEMBER 31, 2019)

*Catholic New York* is published bi-weekly.

*Catholic New York* is dated Thursday.

Circulation: 126,000 A.A.M. Audited

Distribution: 10 Counties of the Archdiocese of New York: Manhattan, Staten Island, Bronx, Westchester, Rockland, Putnam, Orange, Dutchess, Ulster, Sullivan

### CLASSIFIED LINE RATES

Four line minimum. (6.5 point type)  
Based on 30 characters per line. (Approx. 4-5 words per line).  
Seven columns per page.

### EMPLOYMENT SECTION

1 Issue.....	\$10.00 per line
2 Issues.....	\$ 9.20 per line
4 Issues.....	\$ 8.60 per line
8 Issues.....	\$ 8.00 per line
12 Issues.....	\$ 7.40 per line

### NON-COMMERCIAL CLASSIFICATIONS

1 Issue.....	\$6.40 per line
2 Issues.....	\$ 5.80 per line
4 Issues.....	\$ 5.20 per line
8 Issues.....	\$ 4.80 per line
12 Issues.....	\$ 4.40 per line

### REAL ESTATE SECTION

1 Issue.....	\$10.00 per line
2 Issues.....	\$ 8.60 per line
4 Issues.....	\$ 7.40 per line

**LEGAL NOTICE RATE** ..... \$4.30 per Agate line

### PROFESSIONAL/BUSINESS SERVICE SECTION

1 Issue.....	\$10.00 per line
2 Issues.....	\$ 8.60 per line
4 Issues.....	\$ 8.00 per line
12 Issues.....	\$ 7.40 per line

### CLASSIFIED DISPLAY RATES

1 Issue .....	\$70.00 per inch
2 Issues.....	\$66.50 per inch
4 Issues.....	\$63.00 per inch
8 Issues.....	\$59.50 per inch
12 or more issues .....	\$56.00 per inch

*Column Widths*

2 columns.....	2 3/4" (16.5 picas)
3 columns.....	4 1/8" (25 picas)
4 columns.....	5 1/2" (33.5 picas)
5 columns.....	6 13/16" (41 picas)

(We accept PDF, Photoshop and InDesign file formats.)

Phone: 212-688-2399 ext. 3142 • Fax: 212-688-2642 • E-mail: class@cny.org  
www.cny.org

Deadline: Friday 4:00 pm prior to issue date.

### 1. PUBLISHED BY

Ecclesiastical Communications Corp.

1011 First Avenue, New York, NY 10022

(212) 688-2399 Fax (212) 688-2642

Website: [www.cny.org](http://www.cny.org)

Official newspaper of the Roman Catholic Archdiocese of New York. Established 1981.

Annual Subscription Rate - \$26, single copy - \$1.00

Published bi-weekly, issue dated every other Thursday.

Member of Alliance of Audited Media, Catholic Press Association and New York Press Association.

Tabloid format 6 columns. Full page image area 10.25" x 11".

### 2. CLOSING AND DEADLINES

For Display Advertising: space orders, copy and artwork deadline is Tuesday at 5 pm of week prior to issue date.

For Classified Advertising: deadline is Friday at 5 pm of week prior to issue date.

### 3. TERMS

Accounts billed upon publication, due in full on presentation. Payment with order required for first time advertisers and all Mail Order and Travel advertising. Credit and Debit Cards accepted.

Advertising Agency Commission - 15% to recognized agencies. Advertiser and its agency are jointly responsible for payment of all ads placed.

### 4. SPECIAL FEATURED ADVERTISING

Call the advertising department or email [adinquiries@cny.org](mailto:adinquiries@cny.org) for a calendar of our special advertising themed sections throughout the year.

### 5. PREMIUM POSITIONS

Full Centerfold, Back cover, and First full color page are available at a premium rate, which includes full color.

No other positions are guaranteed.

### 6. DISPLAY ADVERTISING

Email advertising inquiries to: [adinquiries@cny.org](mailto:adinquiries@cny.org)

Modular size ads only - minimum size: one eighth of a page.

Free graphic design and typesetting services available. Proofs supplied on request.

Copy of publication mailed to all advertisers. Media Kit available on request.

If a frequency discount is offered, all advertising will be re-billed at full rate if schedule is cancelled.

Adobe Acrobat PDF format strongly preferred. All fonts, graphics and logos must be properly embedded, and all color settings must be in CMYK. Minimum resolution for all photos and logos is 200 dpi. 72 dpi photos from websites are not usable.

E-mail advertising artwork to: [ads@cny.org](mailto:ads@cny.org), or call for FTP information.

### 7. PREPRINTED AND CUSTOM PRINTED INSERT RATES & ZONES

Inserts can be placed in full run or selected zones.

Exact total cost will be calculated at time of insertion based on current circulation and size of insert. Size not to exceed 9 x 11 inches. At least 12 sample copies of pre-printed insert must be submitted in advance for publisher approval and to be sure it meets U.S. Postal requirements.

We also offer custom printing of inserts for our advertisers.

### 8. CLASSIFIED ADVERTISING

Please email [class@cny.org](mailto:class@cny.org) or visit our web site [www.cny.org](http://www.cny.org) for rates and information. We publish both the text of our classifieds and the page pdfs to our website after every issue. We accept Commercial advertising (Help Wanted, Real Estate, Business Services, etc.) and Non-Commercial Advertising (Real Estate, Items for Sale, Personal Notices, etc.) We also publish Legal Notices, In Memoriams, and Acknowledgements. Classified Display Advertising (minimum 2 columns wide). Please call for rates and price quotes on specific ads.

### 9. POLICIES AND CONDITIONS

- All advertisements are subject to publisher's approval.
- *Catholic New York* reserves the right to reject or cancel any advertising at any time.
- No alcoholic beverage, tobacco or political advertising accepted.
- Cancellations cannot be accepted after the issue closing date.
- Early Cancellation of an advertising schedule, which is earning a frequency discount, before the full insertion commitment is fulfilled will result in the elimination of the frequency discount on all earlier insertions. Advertiser will be billed for each ad already published at the full open rate.
- *Catholic New York* will not be liable for errors in advertisements beyond the first insertion. Advertiser will be entitled to refund of advertisement price paid, or insertion in next available issue, at the publisher's option.
- *Catholic New York* will not be liable for errors or omissions in, or failure to insert, any advertisement for which it may be responsible beyond cost of actual space in which error or failure to insert occurred.
- Position cannot be guaranteed. No credit or allowances for position given.

The above policies apply to all advertising published by *Catholic New York* in print or digital form.

*Catholic New York* will not be bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions of publisher's policies.

Advertisers and advertising agencies will indemnify and hold harmless *Catholic New York*, its officers, agents, employees and contractors for all content and information supplied to publisher, including text, representations and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of pre-printed inserts, deficient postage.

*Catholic New York* shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher is contained, if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of *Catholic New York*.



### CAMERA READY ADS (CRC)

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CRC ads arrive in PDF form and are completely ready for placement in the newspaper.

- Ads must be sized correctly.
- CMYK or grayscale color only. If an ad is received in RGB format, it will be converted to CMYK.
- Materials must be less than 10 MB.

The production department does a quick check of these qualifications and can normally fix any minor issues in order to prep the ads for printing. The advertiser understands that:

- an ad not the right size may be slightly adjusted,
- dark or incorrect colors may be converted and lightened,
- overly large or heavy files will be downsized and/or converted for better printing.

### PUBSET

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Ads that need to be completely designed in-house, from start to finish, are pubset ads.

Clients who request the free design service will need to supply materials for the production department to use in their ads, such as **high-resolution (200 dpi or higher)**, logos, photos and/or illustrations.

Materials should be of print quality. Text and any ad copy must be provided by the client.

- Photos and graphics such as JPG, EPS or TIFF, **must be 200 dpi or higher.**
- Any thoughts or special requests about the ads need to be communicated to your account executive.
- **Text/ad copy must be provided by the client.**
- Email the materials to your account executive or the production department before the closing date.

### PICK UPS AND CHANGES TO PREVIOUSLY-RUN ADS

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If a client would like to run their ad again, there are a few options:

- **A pick up** is running the exact same ad again.
- **A pick up with change** is a minor change to an ad we have designed within the last year.
- If the artwork is more than one year old, it is in the client's best interest to update their materials and send it again. Technology advances quickly, and clients' information and graphics may have changed.

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**FOR ADVERTISING INQUIRIES:** [adinquiries@cny.org](mailto:adinquiries@cny.org) or 212-688-2399, press '5'