The Message is Southwest Indiana’s Catholic community newspaper, the weekly paper of the Catholic Diocese of Evansville, Ind. The paper publishes 51 print issues annually on Fridays, and six of those print issues are distributed to every registered household in the diocese. The Message also publishes a digital edition. Following is information on rates for display advertising, a tentative schedule of diocesan-wide issues, information on deadlines and mechanical specs.

**Benefits of Advertising:**
- There are approximately 3,200 subscribers in 12 counties in Southwest Indiana.
- Digital editions are sent to 180 digital subscribers each week, as well as nearly 700 print subscribers that receive free digital access.
- *The Message* is direct mailed to 3,200 households 45 weeks per year (weekly issues) and six times per year (diocesan-wide issues) to 27,500 registered households from Evansville to Sullivan.

**Print Display Advertising Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>Weekly</th>
<th>Diocesan</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 column inch x 2”</td>
<td>$32</td>
<td>$64</td>
</tr>
<tr>
<td>2 column inch x 2.5”</td>
<td>$40</td>
<td>$80</td>
</tr>
<tr>
<td>2 column inch x 5”</td>
<td>$80</td>
<td>$160</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$145</td>
<td>$287.50</td>
</tr>
<tr>
<td>Half page</td>
<td>$275</td>
<td>$550</td>
</tr>
<tr>
<td>Full page</td>
<td>$500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*Full color is available for any size ad for an additional $75 per insertion.*

**Available Ad Sizes**

<table>
<thead>
<tr>
<th>Columns</th>
<th>Column Inch Size</th>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 columns x 2”</td>
<td>4 column inch</td>
<td>4” x 2”</td>
</tr>
<tr>
<td>2 columns x 2.5”</td>
<td>5 column inch</td>
<td>4” x 2.5”</td>
</tr>
<tr>
<td>2 columns x 5”</td>
<td>10 column inch</td>
<td>4” x 5”</td>
</tr>
<tr>
<td>2 columns x 10”</td>
<td>20 column inch, quarter page</td>
<td>4” x 10”</td>
</tr>
<tr>
<td>4 columns x 5”</td>
<td>20 column inch, quarter page</td>
<td>8” x 5”</td>
</tr>
<tr>
<td>5 columns x 4”</td>
<td>20 column inch, quarter page</td>
<td>10 3/16” x 4”</td>
</tr>
<tr>
<td>5 columns x 8”</td>
<td>40 column inch, half page</td>
<td>10 3/16” x 8”</td>
</tr>
<tr>
<td>5 columns x 16”</td>
<td>80 column inch, full page</td>
<td>10 3/16” x 16”</td>
</tr>
</tbody>
</table>

*Basic design and layout are included in the ad cost.*

**CONTACT:**
Ruth Bandas
messagead@evdio.org
812-424-5536

**Diocesan-Wide Issues**

2020 Schedule
April 10, May 22, Sept. 11, Sept. 18, Nov. 22

**DEADLINES**

**Weekly Issues:**
Space/artwork Wednesday, 1 week prior to issue date

**Diocesan-Wide Issues:**
April 10:
Space/artwork Mar. 25

May 22:
Space/artwork May 6

Sept. 11:
Space/artwork Aug. 26

Sept. 18:
Space/artwork Sept. 2

Nov. 20:
Space/artwork Nov. 4
Pre-Printed Inserts

Per 1,000 standard pieces $60

Inserts must be provided by advertiser a minimum of 2 weeks prior to insertion. Additional time is required for over-sized inserts, those needing to be folded, etc. Please ask for pricing on inserts as well as delivery instructions.

Website address: Evdiomessage.org

Formats available to our readers:
Print or Digital

Artwork Details

- Camera-ready artwork can be sent to messagead@evdio.org and sbarclay@evdio.org.
- Microsoft Publisher files cannot be accepted
- Digital files should be .tif, .eps, .jpg, or pdf. Digital files in .eps or .jpg should not be in any format higher than Illustrator or Photoshop CS5.
- If emailing a Microsoft Word document, digital files (jpeg or pdf files) must be sent as a separate attachment.
- Preferred photo resolution is 600 dpi or higher, and no less than 300 dpi.

DIOCESE OF EVANSVILLE

Website address: Evdiomessage.org
Mechanical Specifications:

The Message is a tabloid, 11x17 inches finished dimensions.

The Message layout is five columns wide x 16 inches high.

Column widths for ads:
1-column is 1.91167 inches (11p6 picas) wide
2-column is 4 inches (24p picas) wide
3-column is 6.08333 inches (36p6 picas) wide
4-column is 8.16667 inches (49p picas) wide
5-column is 10.25 inches (61p6 picas) wide

More information about our rates and how they are calculated:

Rates:

- Weekly issues, $8 per column inch.
- Diocesan-wide issues, $16 per column inch.
- A 10% discount is available to parishes, ministries and non-profit groups.
- Full color is available for any size ad for an additional $75 per insertion.

“In-between” basic ad sizes are available. We determine the cost of an ad by multiplying width in columns by height in inches.

Examples:

- Ad is 1 column wide by 3 inches tall. Advertiser is charged for 3 column inches.
- Ad is 2 columns wide by 2 inches tall. Advertiser is charged for 4 column inches.
- Quarter-page ad dimensions (20 column inches)
  - 2 columns wide x 10 inches tall
  - 4 columns wide x 5 inches tall
  - 5 columns wide x 4 inches tall
- Half-page ad dimensions are 5 columns x 8 inches (40 column inches)
- Full-page ad dimensions are 5 columns x 16 inches (80 column inches)