CATHOLIC STAR HERALD

SOUTH JERSEY'S OFFICIAL CATHOLIC NEWSPAPER

Advertising Media Kit

Rates Effective January 1, 2022



CONTACT

PAUL WORTHINGTON: Work - 856-583-6166 • Cell - 856-430-6454 • *pworthington@catholicstarherald.org*

NEAL CULLEN: Work - 856-583-6139 • Cell - 856-524-1034 • *neal.cullen@camdendiocese.org*

Catholic Star Herald, 15 North 7th Street, Camden, NJ 08102-1147

Fax (856) 756-7938 • *catholicstarherald.org*

General Information

Catholic Star Herald

The Catholic Star Herald is the largest Catholic newspaper in Southern New Jersey. It publishes on Fridays, 36 times a year. It is the winner of many Catholic Press Association Awards.

With an annual paid subscription of $30, the paper is mailed to approximately 42,000 homes in Camden, Gloucester, Atlantic, Cape May, Cumberland, Salem and Burlington Counties, reaching over 105,000 readers.

(Circulation details on request.)

Terms & Conditions

Invoices must be payable upon receipt.

Advertisers assume liability for content of advertising printed and also assume liability for all claims arising from there against the publisher.

Publisher reserves the right to reject or edit any advertising considered unsuitable for publication.

15% agency commission does not apply on local retail display advertising.

All Classified and out-of-state advertising must be paid in advance.

Every effort is made to satisfy position requests. However, make-up of the newspaper disallows acceptance of specified page demands or orders authorizing advertisements in position with the proviso "or omit."

Adjustments for errors in copy will be actual value of space occupied by erroneous copy.

Advertisements 11 1/4" in height are charged as full column depth, 12 1/2"

Minimum size for display advertisement is 1 inch.

Statistics

A recent Temple University survey showed our readers:

95% Read the Catholic Star Herald regularly

73% Read every issue of the Catholic Star Herald

48% Describe the Catholic Star Herald as informative



42% Are college graduates



83% Are homeowners



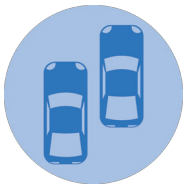
53% Have an income of $50,000



62% Dine out more than twice a week



57% Vacation once a year



60% Own two or more automobiles



40% Come from four-member households



68% Have children aged 18 and over

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Digital Products

CATHOLIC STAR HERALD

Leaderboard (Top/Middle)
728 x 90 pixels
$175



Square
400 x 300 pixels
$100

Tower
400 x 600 pixels
$100

Targeted Digital Products

Geofencing
Reach the on-the-go consumers as they enter or leave your 'geofence' with a radius as small as 25 ft.

IP Targeting
Rooftop target homes or businesses by converting a physical address to an IP address.

Connected TV
Target your audience with extreme precision by geography, interest and behavior. Deliver a digital retargeting campaign to an entire household on any device.

Behavioral
Drive traffic to your site by reaching & influencing audiences based on their interests and browsing behavior.

Digital Display Products

CATHOLIC STAR HERALD
www.catholicstarherald.org

/CatholicStarHerald

www.talking.catholicstarherald.org

@cathstarherald

www.youtube.com/CatholicStarHerald

@catholicstarherald

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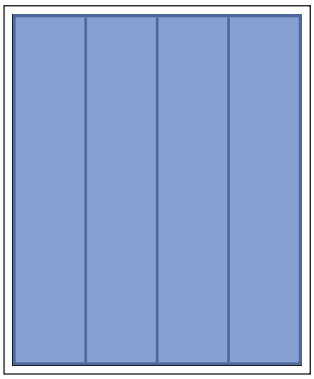
Print Specs

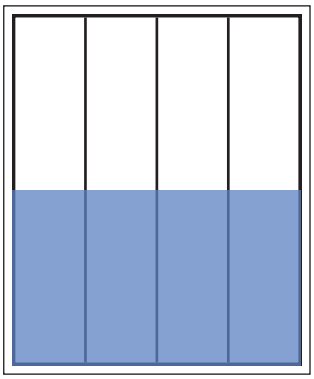
Catholic Star Herald

Discounted rates for Catholic institutions and frequent advertisers!

FULL PAGE
10 x 12.5 inches

$1,015.00



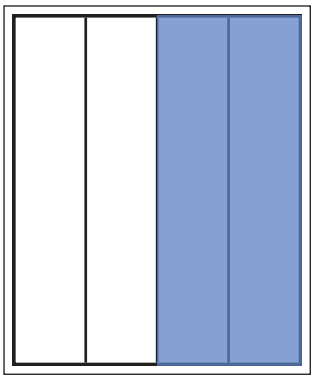


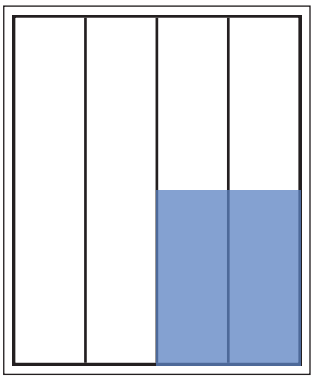
HALF PAGE (H)
10 x 6.125 inches

$505.00

HALF PAGE (V)
4.875 x 12.5 inches

$515.00



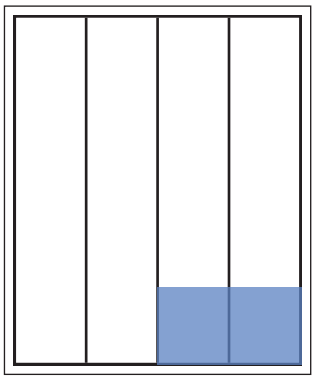


QUARTER PAGE
4.875 x 6.125 inches

$255.00

EIGHTH PAGE
4.875 x 2.9375 inches

$135.00



Display Advertising Deadline
NINE DAYS PRIOR TO PUBLICATION

Color Rates (Four Color Process)
Full Page - $100 • Half Page - $75 • Quarter - $50

Business Directory Advertising
2.3125" wide x 1.5" tall • Black and White ad • $40.00 per edition

Funeral Directory Advertising
2.3125" wide x 2.00" tall • Black and White • $50.00 per edition

Classified Advertising
Single column classified advertisement includes a
4-week and 3-line text minimum. $48.00 / online included.
Prepayment required with all classified ads.
Additional lines $3.50 per line.

Inserts
Call for quote. Prepayment required with all inserts.
Ten copies of insert needed for review.
Inserts can be zoned by county for an extra charge.
Min. size: 3.5" x 5" • Max. size: 6.75" x 10.5"
Send insert material, identified, banded and skidded to:
Evergreen Printing, 101 Haag Avenue, Bellmawr, NJ 08031
Phone: 856-933-0222 | Fax: 856-933-2972

Ad Requirements
- Press quality PDFs **PREFERRED!** (CMYK or grayscale)
- QuarkXPress files *(all linked items and fonts must be included)*
- Adobe Illustrator documents saved as EPS files *(all fonts must be outlined)*
- TIFF or JPEG files (at least 300 ppi) when we create your ad.
- Microsoft Word Documents are also accepted, but fonts may need to be changed if client fonts are not available.
- Publisher files **ARE NOT ACCEPTED!**
- Canva files **ARE NOT RECOMMENDED!**

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2026 Publication Schedule

CATHOLIC STAR HERALD

January
2 - No Issue
9 - News
16 - No Issue
23 - **Catholic Schools Week**
30 - News

February
6 - *Celebrating Consecrated Life*
13 - *Health & Wellness*
20 - *Lenten Fish Fry Guide*
27 - No Issue

March
6 - *Sacramental Gift Guide*
13 - No Issue
20 - *Career Guide*
27 - News

April
3 - *Easter Greetings*
10 - No Issue
17 - News
24 - **Vocations**

May
1 - News
8 - No Issue
15 - **Jubilarians**
22 - News
29 - News

June
5 - No Issue
12 - *Graduation Issue*
19 - No Issue
26 - News

July
3 - No Issue
10 - News
17 - No Issue
24 - **Senior Living**
31 - No Issue

August
7 - News
14 - No Issue
21 - **Back To School**
28 - No Issue

September
4 - News
11 - News
18 - **Catechetical Sunday**
25 - *First Responders*

October
2 - *Pets*
9 - No Issue
16 - **Celebrating The Diaconate**
23 - News
30 - **Bereavement**

November
6 - No Issue
13 - News
20 - *Christmas Gift Guide*
27 - *Sacramental Gift Guide*

December
4 - No Issue
11 - News
18 - *Christmas Greetings*
25 - News

Supplements are listed in extra bold type. *Sections are listed in italic type.*

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