

BISHOP WILLIAM E. LORI, S.T.D., *Publisher*

Welcome to *Fairfield County Catholic*, the official publication of the Diocese of Bridgeport. We are now the largest newspaper in Connecticut! Our direct mail circulation has increased 30%, to nearly 100,000!

Fairfield County Catholic brings information, education, and events that reflect the life and activities of the People of God. *Fairfield County Catholic* reaches a very diverse consumer market.

Did you know that almost 50% of Fairfield County's population is Catholic? Each year the Diocese of Bridgeport is home to more than:

-2,000 weddings
-6,000 Baptisms
-10,000 First Holy Communions & Confirmations
-2,000 high school graduations

intrinsic values *Trust – Loyalty – Appreciation*

-preemption, brand loyalty, flexibility,
-ad showcasing, credibility,
-guaranteed circulation, direct mail

*1 buy,
1 bill,
1 ad
equals
all of
Fairfield
County*



production schedule 2011

AD DEADLINE	ARRIVES IN HOMES	SPECIAL FEATURES
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March Edition	February 23.....	March 5.....	Lent; Spring College
April Edition	March 30.....	April 9.....	Easter; Spring College
May Edition	April 27.....	May 7.....	Travel; Vocations
June/July Edition	June 1.....	June 11.....	Family Fun; Graduation
August Edition	July 20.....	July 30.....	Health; Back to School
September Edition	August 24.....	September 10.....	Back to School
October Edition	September 28.....	October 8.....	Fall College; Respect Life; Health
November Edition	October 26.....	November 5.....	Fall College; Advent
December Edition	November 30.....	December 10.....	Advent; Christmas



Showcase your ad
in one of our popular guides!

Direct mailed
to nearly
100,000 homes
in
Fairfield County.
Advertise in
Connecticut's
Largest Local
Newspaper.

2011
Our 28th year!

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FAIRFIELD COUNTY
CATHOLIC

advertising
information

Visit us on the web!
www.bridgeportdiocese.com/fcc.shtml

Fairfield County Catholic is changing for the better!

New page size, new format, more advertising options.

advertising rates per ad/per insertion

circulation approximately 100,000

..... Per Column Inch

..... 11x \$45.00 6x \$47.00 1x \$50.00

..... *11x* *6x* *1x*

Full Page.....\$3,100\$3,300.....\$3,500

* Two-Third.....\$1,800\$1,880.....\$2,000

Half Page.....\$1,600\$1,650.....\$1,750

* One-Third.....\$1,080\$1,130.....\$1,200

Quarter.....\$890\$920.....\$975

3 column x 5\$675\$705.....\$750

2 column x 5\$450\$470.....\$500

2 column x 3\$270\$280.....\$300

2 column x 2\$175\$185.....\$195

non-profit rate – \$45.00 per column inch

.....is our 11x Rate for Church-Related,
Schools, and Non-Profit Organizations

..... **Rates for color ads or premium pages available.**

..... * **Page dominance.**

..... Rates may be changed without notice.

*We now offer not only our usual sizes,
but more of them. You can increase your ad
size by any number of column inches to meet
the specific needs of your message*

Your Choice!

ad size specifications



Full Page
10.125" w
x 12.375" h

Quarter
6" w x 6.5" h



quarter



*** Two-Third**
8" w x 10" h

3 column x 5
6" w x 5" h



**3 column
by 5"**



Half Page
10.125" w
x 6.5" h

2 column x 5
4" w x 5" h

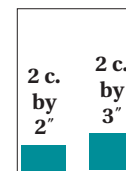


**2 column
by 5"**



*** One-Third**
6" w x 8" h

2 column x 3
4" w x 3" h
and
2 column x 2
4" w x 2" h



**2 c.
by 2"** **2 c.
by 3"**

mechanical requirements

- Free design & typesetting
- Ads must be delivered by the ad reservation deadline.
- Reproducible art (logos) must be supplied.
- B&W/color photos accepted.

electronic specifications

- Ads can be sent via e-mail to
Renée Stamatis: rstamatis@diobpt.org &
cc Ralph Lazzaro: rlazzaro@diobpt.org.
Also fax a copy of the ad: 203-374-2044.
- Please submit your ad in Adobe PDF.
Be sure to convert all spot colors to CMYK
and embed the fonts.
- We also accept files saved as: eps, tiff, jpeg.
- 300 dpi used for grayscale or 4-color art.
- 600 dpi used for line-art.

preprinted inserts – 10,000 minimum

- Inserts are a low-cost way to reach
customers and are distributed to targeted
zip codes selected by the advertiser.
- Insert rate is \$50.00 per thousand.
- Minimum quantity is 10,000 inserts.
- Call for shipping instructions.

column inch One column inch is 2" wide
by 1" deep. Ads can be bought in any column
width by any height combination.

payment terms – 1st time and one time advertisers must pay in advance of publication

.....Accounts payable upon presentation of invoice. Payment is due within 30 days.

publisher's policies

..... Advertisements are to be institutional in nature and follow the clean, uncluttered style of the editorial product. This newspaper will not accept ads of a fraudulent, misleading, controversial, or discriminatory nature. Publisher will neither be held liable for failure to publish any advertisements for any reason, nor for claims of libel, unfair trade practices, infringement of trademarks, patents and copyrights or violations of an ad or its content. All orders, artwork, and copy are subject to the approval of the publisher who reserves the right to classify, edit, omit, or reject advertising. Appropriate notice will be given to the advertiser in such case.

general advertising policies

..... The advertiser must meet the deadline schedule. Submission of an order is deemed an acceptance of all applicable rates and regulations of the publisher. Publisher reserves the right to revise the rates at any time. Acceptance and approval of final proofs by advertisers or agencies release the publisher from any claims of damages produced by that ad, as does submission of an ad or changes to a hitherto approved ad after the appropriate deadline. Cancellations must be made by the camera ready deadline. Publisher may run a previous ad if changes are not submitted by that deadline. If camera ready art or instructions for ad production are not received by the appropriate deadline, publisher reserves the right to charge for that reserved space. The publisher assumes no liability for errors appearing in advertisements beyond the charge for that exact space in which the error appeared in the first insertion date. No allowance will be made for errors that do not materially affect the value of the advertisement. Claims must be made within 7 days from the date of publication. Political, alcoholic beverage, and tobacco product advertising not accepted.