



# Diocese of Charleston

## The Catholic Miscellany

SUCCESSOR TO THE U.S. CATHOLIC MISCELLANY, THE FIRST CATHOLIC NEWSPAPER IN THE UNITED STATES

*The Catholic Miscellany* is the official newspaper of the Roman Catholic Diocese of Charleston, which comprises the entire state of South Carolina. There are 118 active parishes and missions in the diocese.

*The Catholic Miscellany* does not accept political, campaign, alcoholic beverage, tobacco, raffle, gambling or bingo advertising. Advertising must be in compliance with Catholic teaching and is subject to approval.

*The Catholic Miscellany* is published weekly on Thursdays, except for the last week in December, and twice monthly in June, July and August.

### Mechanical Requirements

*The Catholic Miscellany* is printed offset, tabloid format. The width of a page is 10 inches; column depth is 14 inches. There are four columns per page; each column is 2.375 inches; two-column width is 4.917 inches. Irregular-sized ads over a half page (4 cols x 7 inches or 2 cols x 14 inches) must be horizontal and not exceed 7.5 inches in height.

### Ad Copy

*The Catholic Miscellany* accepts ads in PDF, TIF, JPG or Quark 6.0 for PC formats and does not charge for copy that is set by the newspaper. Advertising deadline is 10 business days prior to publication.

### Circulation

*The Catholic Miscellany* has a paid circulation of 28,500 and is read by more than 55,000 people each edition.

### Rates

Rates for *The Miscellany* are \$10 per column inch. A column inch equals the number of columns by depth in number of inches. (Example: 2 cols by 4 inches equals \$80.) Since space is limited, ads in color will cost an additional \$70. Inserts are \$50 per 1,000 at 28,500 inserts.

### Contact

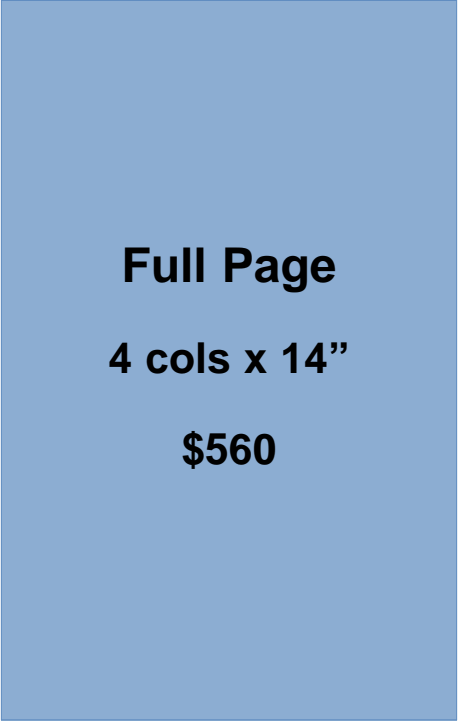
Anne E. Smith, advertising manager

[asmith@catholic-doc.org](mailto:asmith@catholic-doc.org)

843-724-6383 | Fax 843-724-8368

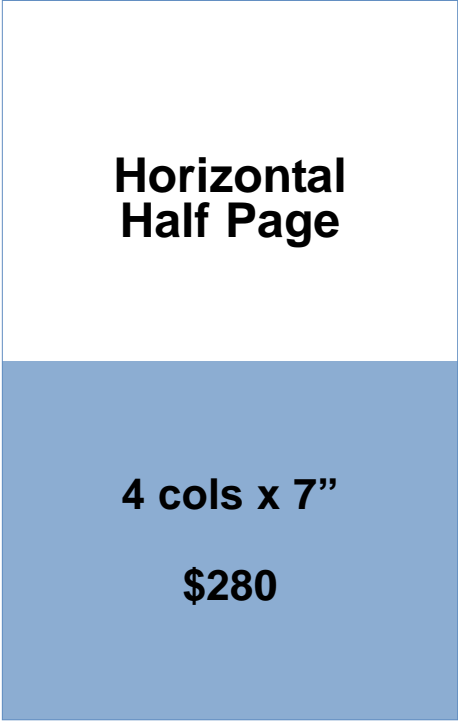
*The Catholic Miscellany* | P. O. Box 818 | Charleston, SC 29402

# Standard advertising sizes



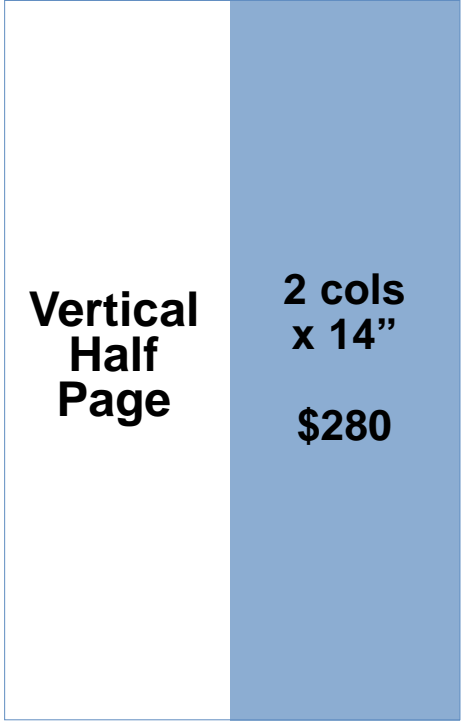
**Full Page**  
4 cols x 14"  
\$560

A solid blue rectangle representing a full page advertisement.



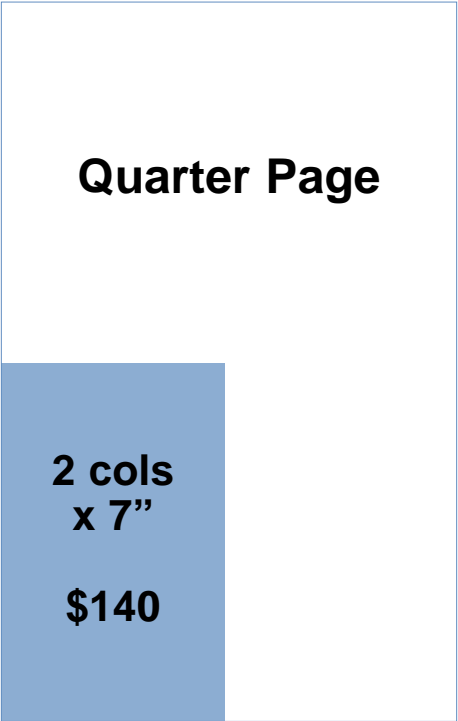
**Horizontal Half Page**  
4 cols x 7"  
\$280

A diagram showing a white rectangle on top and a blue rectangle on the bottom, representing a horizontal half-page advertisement.



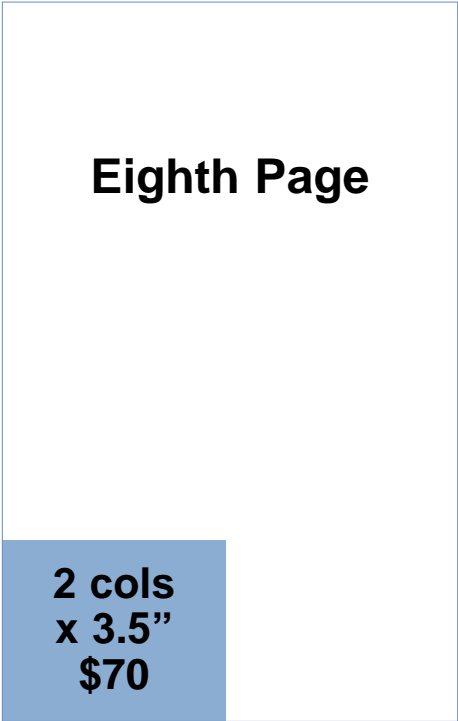
**Vertical Half Page**  
2 cols x 14"  
\$280

A diagram showing a white rectangle on the left and a blue rectangle on the right, representing a vertical half-page advertisement.



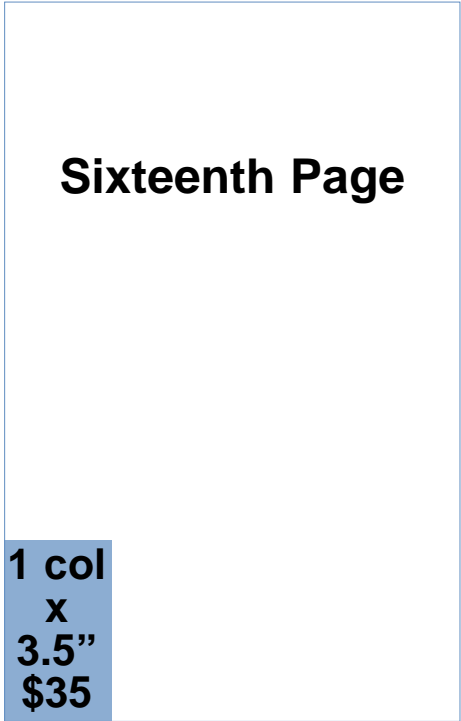
**Quarter Page**  
2 cols x 7"  
\$140

A diagram showing a white rectangle on top and a blue rectangle on the bottom, representing a quarter-page advertisement.



**Eighth Page**  
2 cols x 3.5"  
\$70

A diagram showing a white rectangle on top and a blue rectangle on the bottom, representing an eighth-page advertisement.



**Sixteenth Page**  
1 col x 3.5"  
\$35

A diagram showing a white rectangle on top and a blue rectangle on the bottom, representing a sixteenth-page advertisement.