



CHICAGO CATÓLICO, the official Spanish-language newspaper of the Archdiocese of Chicago, was founded in December 1985 to better serve the growing Catholic Hispanic population throughout Cook and Lake counties.

CHICAGO CATÓLICO is distributed on the 1st Sunday of every month to more than 130 parishes that offer masses in Spanish. A number of retailers surrounding those parish communities also receive copies for distribution to their customers. **CATÓLICO**, with a circulation of 20,000, boasts a monthly readership of 50,000.

CHICAGO CATÓLICO has received awards for

- Best Design
- Best Writing
- Best In-Depth Analysis
- Best Lead Article
- ... and more

The mission of **CHICAGO CATÓLICO** is to be the faith resource for Spanish speaking people throughout Cook and Lake counties, providing news and information about today's Catholic Church on a local, national and international level, and to serve as an agent for evangelization.

Additionally ...

- Nearly 80% of all Hispanics are Catholic
- The Chicago area is home to more than 2 million Spanish speakers
- Spanish is the second most widely used language in the Chicago metropolitan area.

Special issues:

Jan: Catholic Schools Week (Jan.28-Feb. 3)
 Feb: Lent/Vocations
 Mar: Retreats & Pilgrimages/Catholic Hospital and Healthcare
 Apr: Easter issue (Mar. 31 Easter)
 May: Ordinandi and Ordination/Diaconate Ordination
 June: Archdiocesan Jubilarians/Feasts & Summer Festivals
 July: Celebrating World Day for Grandparents and the Elderly (July 28)

January

❑ Space deadline: Dec. 19 Copy/Art deadline: Dec.21

February

❑ Space deadline: Jan. 23 Copy/Art deadline: Jan.25

March

❑ Space deadline: Feb. 20 Copy/Art deadline: Feb. 22

April

❑ Space deadline: Mar. 26 Copy/Art deadline: Mar.28

May

❑ Space deadline: Apr. 23 Copy/Art deadline: Apr. 25

June

❑ Space deadline: May 21 Copy/Art deadline: May 23

July

❑ Space deadline: June 25 Copy/Art deadline: June 27

August

❑ Space deadline: July 25 Copy/Art deadline: July 27

September

❑ Space deadline: Aug. 23 Copy/Art deadline: Aug. 22

October

❑ Space deadline: Sept. 24 Copy/Art deadline: Sept. 26

November

❑ Space deadline: Oct. 22 Copy/Art deadline: Oct. 24

December

❑ Space deadline: Nov. 19 Copy/Art deadline: Nov. 21

Aug: Back to School/Catholic Colleges & Universities
 Sept: Family and Community Healthcare/
 End of Life Care & Planning
 Oct: Dia de Los Muertos/
 Catholic High Schools & Entrance Exams
 Nov: Discover Catholic Schools Week Nov. 17-23
 Dec: **Cardinal Cupich 10th anniversary special/**
 Our Lady of Guadalupe/Parish Christmas Mass Schedules

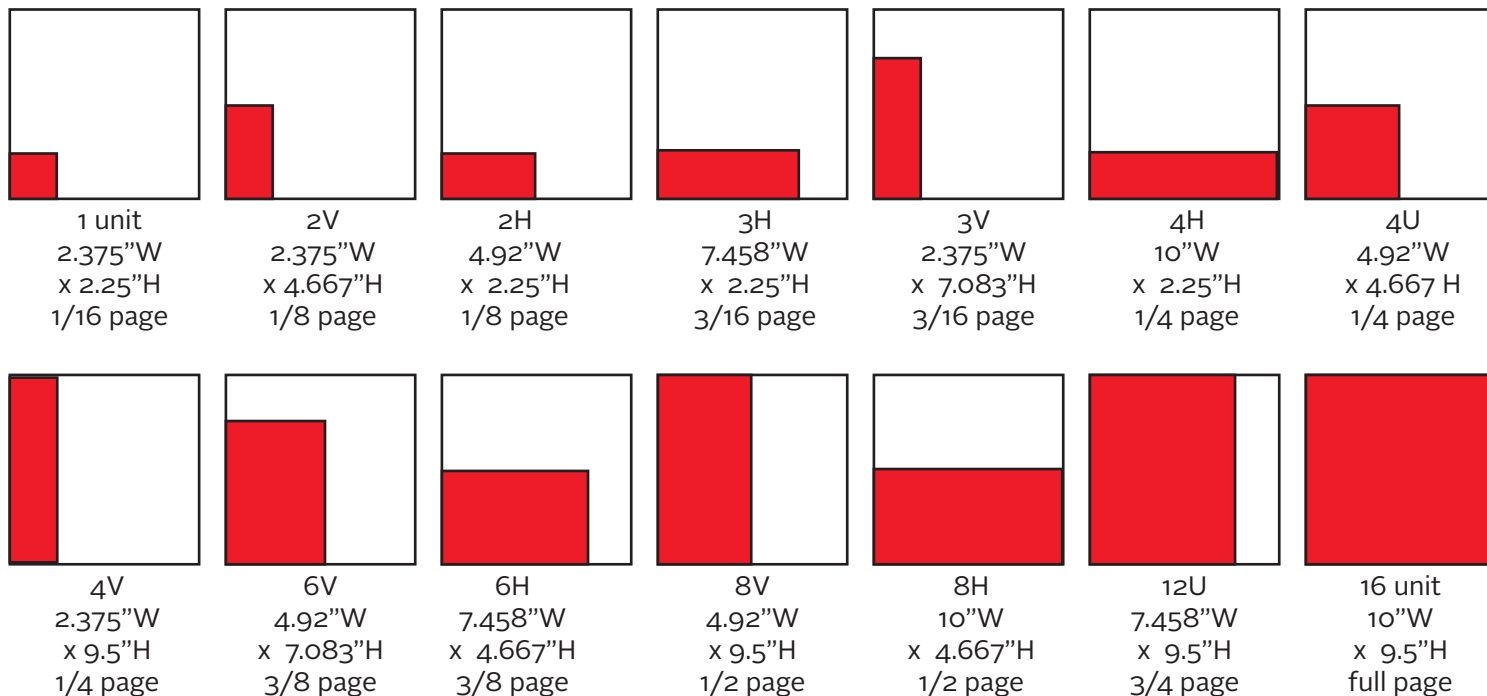
Call Cesar Cazares

(312) 534-7082 email: ccazares@archchicago.org

New World Publications 835 N. Rush St. Chicago, IL 60611-2030

chicagocatholic.com

Rates print edition Modular Sizes



Frequency	1 unit	2 unit	3 unit	4 unit	6 unit	8 unit	12 unit	16 unit
1x rate	\$74	\$146	\$225	\$281	\$393	\$619	\$899	\$1,124
4x rate	\$55	\$110	\$170	\$211	\$295	\$464	\$674	\$842
12x rate	\$44	\$80	\$136	\$170	\$237	\$371	\$539	\$674

Ad placement

- Published monthly
- Commissions 15% to recognized agencies
- Inserts \$45.00 per 1000
- Space Reservation deadline 11 days prior to publication
- Artwork deadline 9 days prior to publication
- Color \$200

www.catholicoperiodico.com/Web Rates

	Pixels	Full-year Monthly Rate*
Home page banner ad	728 x 90	\$200
Home page tile ads	300 x 300	\$150
Inside banner ads	728 x 90	\$150
Inside tiles ads	300 x 300	\$125

* Inquire about our 6 month and 3 month web rates. Ad space is limited and sold on a first-to-sign basis. Ads are billed monthly. Ads can be changed monthly.

Business Directory Card Ad

2.375\"W x 2.25\"H with full color \$67 per issue

Terms & Conditions

CHICAGO CATÓLICO reserves the right to review or decline any advertising.

CHICAGO CATÓLICO reserves the right to insert the word "advertisement" above or below any advertising.

CHICAGO CATÓLICO does not guarantee positioning of advertisements. Positioning is at the sole discretion of the publisher, except when a request for a preferred position is acknowledged by the publisher in writing.

Payment is accepted by credit card or check only. Payment terms are net 30 days.

Early cancellation of an advertising schedule that includes a frequency discount before the ad schedule commitment is fulfilled will result in the elimination of the frequency discount on all earlier ads. Advertisers will be billed for each ad already published at the applicable frequency discount rate.

No cancellations after space-reservation deadline.

Advertiser will be responsible for full payment.