

The Witness

Archdiocese of Dubuque

Non-Modular Ads One inch minimum

1-7 times	8-15 times	16-31 times	32-39 times	40+ times
\$12.95	\$12.35	\$11.75	\$11.15	\$10.60

Modular Discounts

	1-7 times	8-15 times	16-31 times	32-39 times	40+ times
1/16th page	\$38.90	\$36.95	\$35.20	\$33.40	\$31.80
1/8th page	\$76.35	\$72.30	\$68.30	\$62.25	\$60.25
1/4th page	\$144.60	\$136.55	\$124.55	\$120.50	\$116.50
1/2 page	\$281.15	\$249.00	\$240.95	\$232.95	\$224.90
Full Page	\$546.20	\$481.95	\$465.90	\$449.80	\$433.75
Color					
BLK + 1 Color	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00
Full Color	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00

Specifications

Columns	Width picas = inches		Horizontal	Vertical
1 col	14p8 = 2.444"	1/16th page	5.097" x 1.5"	2.444" x 3"
2 col	30p7 = 5.097"	1/8th page	5.097" x 3"	2.444" x 6"
3 col	46p6 = 7.75"	1/4th page	10.403" x 3"	5.097" x 6"
4 col	62p5 = 10.403"	1/2 page	10.403" x 6"	5.097" x 12"
		Full Page	10.403" x 12"	

Website Banner Ads

	Side Bar Ad	Banner Size Ad
\$15 per week (On Witness website only)	300 x 250 pixels	798 x 90 pixels
\$12 per week (On Witness website & print ad in The Witness)		

Insert Rates - \$60/m

Inserts should be folded to be 6x10.
 Inserts exceeding 1 ounce are subject to additional charges depending on the weight.
 Bulk Shipment on skids preferred.
 Inserted and delivered through the US Postal Service.

Established 1921. Official publication of the Archdiocese of Dubuque in northeast Iowa. Catholic population, 200,000. Issued 46 times a year. Dateline Sunday Readership, 25,000

Annual Subscription: \$25
 Outside archdiocese \$27

Personnel

Most Rev. Michael O. Jackels, Publisher
 Dan Russo, Editor
 Bret Fear, Production Manager
 Jill Kruse, Editorial Assistant
 Barb Gleason, Circulation/ Administrative Support

Advertising

No political advertising
 Press date is Wednesday; ad deadline, noon on previous Thursday
 Call 1-800-876-3546 or 563-588-0556
 Email: dbqcwit1@dbqarch.org

Accepts advertising supplements approved in advance. (See insert rates)
 Reservation two weeks before publication date.

Ship materials to:
 Woodward Printing Services
 11 Means Dr.
 Platteville, WI 53818
 Attn: Mail Room, Witness insert
 Phone: 1-800-348-5515

Payment

Accounts are due and payable within 30 days from the statement date.
 Send to:
 The Witness
 P.O. Box 917
 Dubuque, IA 52004-0917