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 is over 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 of advertizing in Fairfield County Catholic 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 2018.

AD DEADLINE	ARRIVES IN HOMES	SPECIAL FEATURES
January Edition		
-		Catholic Schools Wee
•	·	
February Editio		
February 3	February 18	
		Spring College
March Edition		
March 2	March 18	Spring College;
		Lent; Travel
April Edition		
_	April 8	Holy Week; Travel;
	1	Spring College
May Edition		- F
•	Mov. 12	Travel; Vocations;
Aprii 27	IVIAY 13	College
June Edition		College
-	June 17	Craduation
June 1	June 17	Graduation
July/August/Edi	tion	
		Education; Health;
•	•	Travel; Leisure
September Edit	ion	
_	September 2	Rack to School
August 10	September 2	Dack to School
October Edition	l	
September 21	October 7	Fall College;
-		Respect Life; Health
November Editi	on	•
	November 11	Fall College:
1.0.0111001 20	1.3,0111001 11	Religious Ed; Advent
December Edition	on	1.0
	on December 16	Christmas
TAOAGIIIDGI 20	December 10	UIIISUIIAS

For information about advertising on our website please go to: www.bridgeportdiocese.com/files/fcc-pdfs/ FCCWEBADVERTISING.pdf Direct mailed
to over
100,000 homes
in
Fairfield County.
Advertise in
Connecticut's
Largest Local
Newspaper
in print
or on the web.

2018 Our 35th year!

Ralph Lazzaro, Advertising Manager

Diocese of Bridgeport 238 Jewett Avenue Bridgeport, CT 06606-2892

phone 203.416.1462 cell 203.667.1622 fax 203.374.2044

email
rlazzaro@diobpt.org
website

www.bridge port diocese.com

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

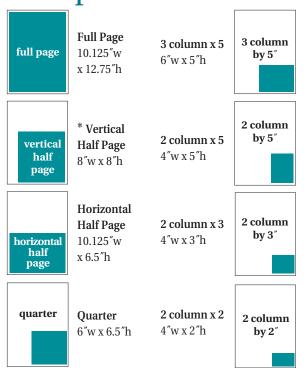
Fairfield County Catholic is changing for the better! New page size, new format, more advertising options.

monthly advertising rates per ad/per insertion

We offer website advertising on the FCC section of the website. Please visit us at www.bridgeportdiocese.com/fcc

circulation more than 100,000				
	11x	6 <i>x</i>	1x	
Full Page	\$3,200	\$3,400	\$3,600	
* Vertical Half Page	\$2,300	\$2,500	\$2,700	
Horizontal Half Page	\$1,700	\$1,850	\$2,000	
Quarter	\$1,000	\$1,100	\$1,200	
3 column x 5.	\$750	\$775	\$800	
2 column x 5.	\$500	\$525	\$550	
2 column x 3.	\$300	\$320	\$350	
2 column x 2.	\$190	\$200	\$220	
non-prof	it rate –			
		urch-Related, ofit Organizati	ons	
Rates for o		premium page	s available	
Rates may be c	hanged without r	notice.		

ad size specifications.



mechanical requirements.

electronic specifications

Ads can be sent via email to Renée Stamatis: rstamatis@diobpt.org and 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, and jpeg.
300 dpi used for grayscale or 4-color art.
600 dpi used for line-art.

preprinted inserts – 2,000 minimum

website advertising

.....For info visit: www.bridgeportdiocese.com/fcc

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

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 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.