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 Communion & Confirmations
- 2,000 high school graduations

intrinsic values of advertising 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 2020

<table>
<thead>
<tr>
<th>AD DEADLINE</th>
<th>ARRIVES IN HOMES</th>
<th>SPECIAL FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>January Edition</td>
<td>January 2</td>
<td>January 18 Catholic Schools Week</td>
</tr>
<tr>
<td>February Edition</td>
<td>January 30</td>
<td>February 15 Winter; Spring College; Lent</td>
</tr>
<tr>
<td>March Edition</td>
<td>March 5</td>
<td>March 21 Spring College; Lent</td>
</tr>
<tr>
<td>April Edition</td>
<td>April 7</td>
<td>April 25 Spring College</td>
</tr>
<tr>
<td>May Edition</td>
<td>May 7</td>
<td>May 23 Travel; Vocations; College</td>
</tr>
<tr>
<td>June Edition</td>
<td>June 4</td>
<td>June 20 Graduation</td>
</tr>
<tr>
<td>July/August/Edition</td>
<td>July 16</td>
<td>August 1 Education; Health; Travel</td>
</tr>
<tr>
<td>September Edition</td>
<td>August 20</td>
<td>September 5 Back to School</td>
</tr>
<tr>
<td>October Edition</td>
<td>September 24</td>
<td>October 10 Fall College; Respect Life; Health</td>
</tr>
<tr>
<td>November Edition</td>
<td>October 29</td>
<td>November 14 Fall College; Religious Ed; Advent</td>
</tr>
<tr>
<td>December Edition</td>
<td>November 24</td>
<td>December 12 Christmas</td>
</tr>
</tbody>
</table>

Direct mailed to over 100,000 homes in Fairfield County. Advertise in Connecticut’s Largest Local Newspaper in print or on the web.

2020
Our 37th 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.bridgeportdiocese.org/fcc

For information about advertising on our website please go to:
www.bridgeportdiocese.org/fcc

Visit us on the web!
www.bridgeportdiocese.org/fcc
 Fairfield County Catholic offers more discounts when you combine your print ad with either a web ad or advertising on Veritas Catholic Radio.

### Monthly Advertising Rates

**Per Ad/Per Insertion**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>11x</th>
<th>6x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,200</td>
<td>$3,400</td>
<td>$3,600</td>
</tr>
<tr>
<td>Horizontal Half Page</td>
<td>$1,700</td>
<td>$1,850</td>
<td>$2,000</td>
</tr>
<tr>
<td>Banner</td>
<td>$1,100</td>
<td>$1,200</td>
<td>$1,300</td>
</tr>
<tr>
<td>Quarter</td>
<td>$1,000</td>
<td>$1,100</td>
<td>$1,200</td>
</tr>
<tr>
<td>3 column x 5</td>
<td>$750</td>
<td>$775</td>
<td>$800</td>
</tr>
<tr>
<td>2 column x 5</td>
<td>$500</td>
<td>$525</td>
<td>$550</td>
</tr>
<tr>
<td>2 column x 3</td>
<td>$300</td>
<td>$320</td>
<td>$350</td>
</tr>
<tr>
<td>2 column x 2</td>
<td>$190</td>
<td>$200</td>
<td>$220</td>
</tr>
</tbody>
</table>

#### Non-Profit Rate –
- Our 11x Rate for Church-Related, Schools, and Non-Profit Organizations
- Rates for color ads upon request.
- Rates may be changed without notice.

### Electronic Specifications

- Ads can be sent via email to Renée Stamatis: rstamatis@diobpt.org
- Also fax a copy of the ad: 203.374.2044.
- Please submit your ad in Adobe PDF.
- Always 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

- Insert rate is $60.00 per thousand.
- Minimum quantity is 2,000 inserts.
- Call for shipping instructions.

### Website Advertising

- For info visit: www.bridgeportdiocese.org/fcc

### Column Inch

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