

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 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

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

**For information about advertising on our website please go to:**  
[www.bridgeportdiocese.org/fcc](http://www.bridgeportdiocese.org/fcc)

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*

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**Visit us on the web!**  
[www.bridgeportdiocese.org/fcc](http://www.bridgeportdiocese.org/fcc)

FAIRFIELD COUNTY  
**CATHOLIC** advertising information

**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

*circulation more than 100,000*

	11x	6x	1x
Full Page	\$3,200	\$3,400	\$3,600
Horizontal			
Half Page	\$1,700	\$1,850	\$2,000
Banner	\$1,100	\$1,200	\$1,300
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-profit rate –




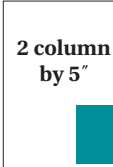



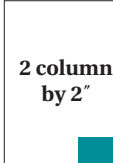
.....is our 11x Rate for Church-Related, Schools, and Non-Profit Organizations

..... **Rates for color ads upon request.**

..... Rates may be changed without notice.

*We offer website advertising on the FCC section of the website. Please visit us at [www.bridgeportdiocese.org/fcc](http://www.bridgeportdiocese.org/fcc)*

## ad size specifications

	<b>Full Page</b> 10.125" w x 12.75" h	3 column x 5 6" w x 5" h	<b>3 column by 5"</b> 
	<b>Horizontal Half Page</b> 10.125" w x 6.5" h	2 column x 5 4" w x 5" h	<b>2 column by 5"</b> 
	<b>Banner</b> 10.125" w x 3" h	2 column x 3 4" w x 3" h	<b>2 column by 3"</b> 
	<b>Quarter</b> 6" w x 6.5" h	2 column x 2 4" w x 2" h	<b>2 column by 2"</b> 

## mechanical requirements

- ..... Free design and typesetting
- ..... Ads must be delivered by the ad reservation deadline.
- ..... Reproducible art (logos) must be supplied.
- ..... B&W/color photos accepted.

### electronic specifications

- ..... Ads can be sent via email to Renée Stamatidis: [rstamatidis@diobpt.org](mailto:rstamatidis@diobpt.org) and cc Ralph Lazzaro: [rlazzaro@diobpt.org](mailto: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

- ..... 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](http://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.

### payment terms – 1st time and one time advertisers must pay in advance of publication

.....Accounts payable upon presentation of invoice. Payment is due within 30 days.

### 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. 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.