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 2021

<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 4 January 16</td>
<td>Catholic Schools Week</td>
</tr>
<tr>
<td>February Edition</td>
<td>January 28 February 20</td>
<td>Spring College; Lent</td>
</tr>
<tr>
<td>March Edition</td>
<td>March 4 March 20</td>
<td>Spring College; Lent; Holy Week</td>
</tr>
<tr>
<td>April Edition</td>
<td>April 8 April 24</td>
<td>Spring College</td>
</tr>
<tr>
<td>May Edition</td>
<td>May 6 May 22</td>
<td>Travel; Vocations; College</td>
</tr>
<tr>
<td>June Edition</td>
<td>June 3 June 19</td>
<td>Graduation</td>
</tr>
<tr>
<td>July/August Edition</td>
<td>July 15 July 31</td>
<td>Education; Health; Travel; Leisure</td>
</tr>
<tr>
<td>September Edition</td>
<td>August 19 September 4</td>
<td>Back to School</td>
</tr>
<tr>
<td>October Edition</td>
<td>September 23 October 9</td>
<td>Fall College; Respect Life; Health</td>
</tr>
<tr>
<td>November Edition</td>
<td>October 28 November 13</td>
<td>Fall College; Religious Ed; Advent</td>
</tr>
<tr>
<td>December Edition</td>
<td>November 30 December 11</td>
<td>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.

2021 Our 38th 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
e-mail rlazzaro@diobpt.org
website www.bridgeportdiocese.org/fcc

For information about advertising on our website please go to:
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>circulation more than 100,000</th>
<th><strong>11x</strong></th>
<th><strong>6x</strong></th>
<th><strong>1x</strong></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** –

**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**

**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 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**

- 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.