



The East Tennessee Catholic newspaper
A Bi-Monthly Publication of the Diocese of Knoxville
Advertising Rate Card

Reach a pre-qualified audience six times a year via this color Catholic broadsheet publication. With a circulation of 20,150 homes across 50 parishes and one mission, The East Tennessee Catholic provides relevant content to a broad demographic of readers. Ad space is limited, ensuring that your full-color ad will be highly visible to generate awareness and drive business.

Full Page 10" x 20" \$500 \$650/back cover	1/2 Page Horizontal 10" x 10" \$350	Half Page Vertical 4.9375" x 20" \$350	1/4 Page 4.9375" x 10" \$225
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Costs & Specifications:

- Full-page ad = \$500; Half-page ad = \$350; Quarter-page ad = \$225.
- Back cover half-page ad = \$650 (Preferred position).
- The Diocese must receive all ads print-ready in PDF or .jpeg form by the specified deadline.
- Ads must be exact size at 100%, 300 dpi.
- Submit files via email or on CD.
- Payment terms are net 30. After 30 days, if payment is not made, the legal finance charge of 1.5% will be added to all outstanding balances.
- There is a 10% discount for a multi-insertion order for all 6 issues.
- There is a 2% discount for upfront payment with a multi-insertion order.

Publication Schedule

ISSUE	ART DEADLINE	INSERTION ORDER
February	January 20	January 10
April	March 15	March 5
June	May 15	May 5
August	July 15	July 5
October	September 15	September 5
December	November 15	November 5

Contact:
Bill Brewer
Editor, The East Tennessee Catholic Diocese of Knoxville
bbrewer@dioknox.org
865.584.3307

Terms & Conditions: Publisher reserves the right to reject, omit or discontinue ad copy considered to be objectionable or contrary to the teachings of the Catholic Church. All copy is subject to the approval of the publisher. Publisher reserves the right to insert the word "advertisement" above or below any copy. Publisher reserves the right to adjust advertising rates at any time upon 30-days written notice. Cancellations or changes in orders may not be made by the advertiser nor its agency after the reservation closing date. Positioning of advertisement is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.