



MAXIMIZE

YOUR BUSINESS POTENTIAL

Reach the largest Catholic audience in eastern South Dakota

RENAE KRANZ

Editor and Director of
Communications

605.988.3791

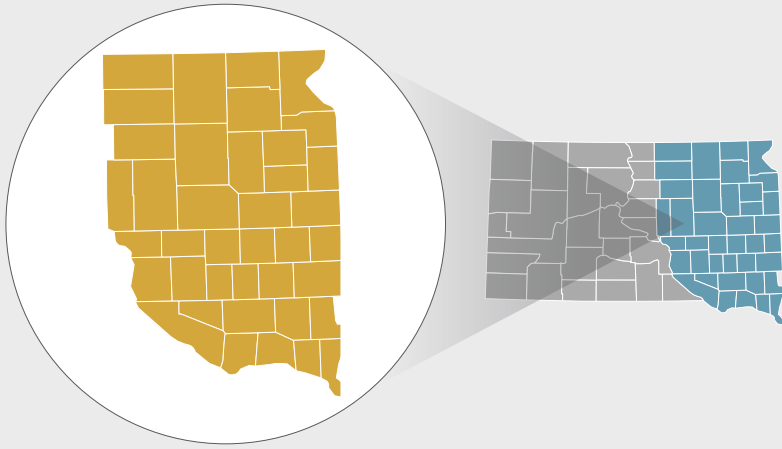
rkranz@sfcatholic.org

www.sfcatholic.org

THE BISHOP'S
BULLETIN

**MAGAZINE OF THE
DIOCESE OF SIOUX FALLS**

WHY ADVERTISE?



HIGH IMPACT

The Bishop's Bulletin magazine is a high-quality four-color publication distributed 12 times per year to **34,000** Catholic households in eastern South Dakota. It is the official publication of the Diocese of Sioux Falls.

Due dates		
2022	Ad reservation	Ad/events due date
Aug	6/14/2022	6/21/2022
Sept	7/18/2022	7/25/2022
Oct	8/16/2022	8/23/2022
Nov	9/15/2022	9/22/2022
Dec	10/13/2022	10/20/2022
2023	Ad reservation	Ad/events due date
Jan	11/4/2022	11/11/2022
Feb	12/5/2022	12/12/2022
Mar	1/13/2023	1/20/2023
Apr	2/15/2023	2/22/2023
May	3/10/2023	3/17/2023
Jun	4/14/2023	4/21/2023
July	5/12/2023	5/19/2023
Aug	6/8/2023	6/15/2023
Sep	7/18/2023	7/25/2023
Oct	8/15/2023	8/22/2023
Nov	9/15/2023	9/22/2023
Dec	10/12/2023	10/19/2023

Each issue is slated to reach mailboxes during the first few days of the month.

YOUR TARGET AUDIENCE READS THE BISHOP'S BULLETIN

According to Simmons Marketing Research, readers of Catholic magazines:

- Own a home (75%)
- Are married (72%)
- Are predominantly female (68%)
- Are decision-makers 35 to 64 years of age (57%)
- Are college graduates (39%)
- Regularly save and invest money (60%)
- Strongly support charities (90%)
- Are regular domestic travelers (77%)

AS THE LARGEST DISTRIBUTED CATHOLIC MAGAZINE IN EASTERN SOUTH DAKOTA, WE WILL PROVIDE A PUBLICATION WITH:

- Full color ads
- High pass-along rate
- Proven readership
- Design services available
- Credibility in your market

ADVERTISING GUIDELINES

TERMS AND CONDITIONS

- *The Bishop's Bulletin* magazine reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.
- All copy is subject to the approval of *The Bishop's Bulletin* magazine.
- *The Bishop's Bulletin* magazine reserves the right to insert the word "advertisement" above or below any copy.
- We reserve 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 advertisements is at the discretion of *The Bishop's Bulletin* magazine except where a request for a specific preferred position is acknowledged by *The Bishop's Bulletin* magazine in writing.

PRINTING SPECIFICATIONS

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to "Press Quality").
- Ads also can be accepted in EPS, PDF, JPEG, Adobe® Illustrator® and Photoshop® files. These files must include true type fonts and art.
- All ads must be exact size at 100%, 300 dpi.
- For questions, design services or to submit files, contact Casey Bassett at cbassett@sfcatholic.org or 605.988.3738.

AD DETAILS

Cost is per insertion. All prices are for camera-ready material submitted to *The Bishop's Bulletin* magazine according to advertising guidelines. *The Bishop's Bulletin* also offers design and production services for your convenience.

AD SPECIFICATIONS FULL COLOR • monthly (12 issues a year)

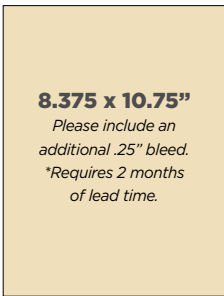
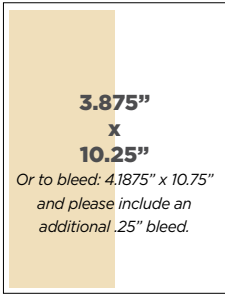
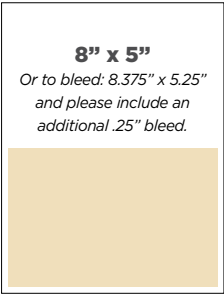
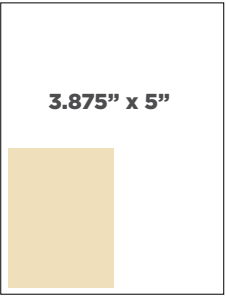
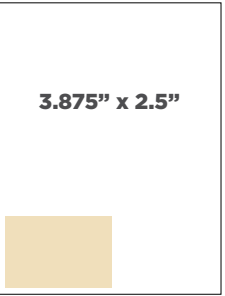
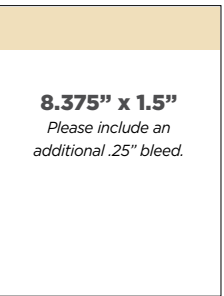
Five ad sizes are offered:

Per Issue Cost				
Full Page	Half Page	Quarter Page	Eighth Page	Back Page Banner
\$1,650	\$825	\$412	\$205	\$100

Five ad sizes are offered for non-profits (including parishes and diocesan offices) at a discounted rate* of 50% off the regular rate:

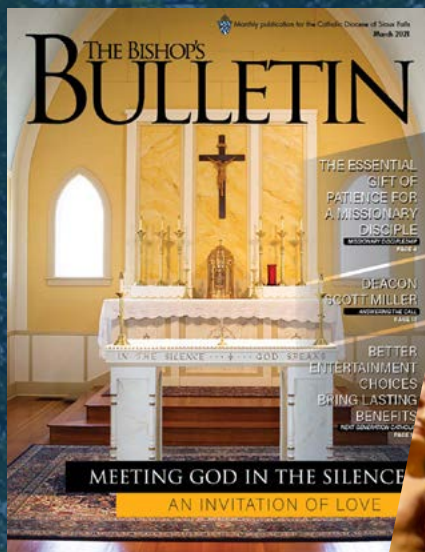
Per Issue Cost for Non-Profits				
Full Page	Half Page	Quarter Page	Eighth Page	Back Page Banner
\$825	\$412.50	\$206	\$102.50	\$100

*Banner ad excluded. This discount will be reduced to 30% off the regular rate beginning July 2023 and 15% off the regular rate beginning July 2024.

Full Page*	Half Page (Vertical)	Half Page (Horizontal)	Quarter Page	Eighth Page	Back Page Banner
<p>8.375" x 10.75" Please include an additional .25" bleed. *Requires 2 months of lead time.</p> 	<p>3.875" x 10.25" Or to bleed: 4.1875" x 10.75" and please include an additional .25" bleed.</p> 	<p>8" x 5" Or to bleed: 8.375" x 5.25" and please include an additional .25" bleed.</p> 	<p>3.875" x 5"</p> 	<p>3.875" x 2.5"</p> 	<p>8.375" x 1.5" Please include an additional .25" bleed.</p> 

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DIOCESE OF SIOUX FALLS



**HAVE QUESTIONS
ABOUT PUTTING YOUR
AD OR EVENT IN THE
BISHOP'S BULLETIN?**

Call or email Casey for help.
Casey Bassett at [cbassett@
sfcatholic.org](mailto:cbassett@sfcatholic.org) or 605.988.3738.

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