



*Catholic Diocese  
of Sioux Falls*

# **MAXIMIZE your reach!**

## **Be seen by the largest Catholic audience in Eastern South Dakota**

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## THE BISHOP'S **BULLETIN**

**Magazine of the  
Diocese of Sioux Falls**

# Advertising Guidelines

## Terms and Conditions

- The Bishop's Bulletin 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.
- The Bishop's Bulletin 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 except where a request for a specific preferred position is acknowledged by The Bishop's Bulletin 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](mailto: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 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)

Per Issue Cost				
Full Page	Half Page	Quarter Page	Eighth Page	Back Banner
\$1,650.00	\$825.00	\$412.00	\$205.00	\$100.00

Non-profit Pricing				
Full Page	Half Page	Quarter Page	Eighth Page	Back Banner
\$1155.00	\$577.50	\$288.40	\$143.50	\$100.00

\*Banner ad excluded. This discount will be reduced to 15% off the regular rate beginning

Full Page	Half Page	Quarter Page	Eighth Page	Back Banner
8.375" x 10.75" Must include a 0.25" bleed	8" x 5" or to bleed: 8.375" x 5.25" and must include a 0.25" bleed	3.875" x 5"	3.875" x 2.5"	8.375" x 1.5" Must include a 0.25" bleed



# Why advertise?



## Does your audience read The Bishop's Bulletin?

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

Due Dates		
2024	Ad reservation	Ads Due
Jan	11/1/23	11/6/23
Feb	12/1/23	12/6/23
March	1/1/24	1/23/24
April	2/1/24	2/19/24
May	3/1/24	3/16/24
June	4/1/24	4/17/24
July	5/1/24	5/17/24
Aug	6/1/24	6/17/24
Sept	7/1/24	7/19/24
Oct	8/1/24	8/21/24
Nov	9/1/24	9/24/24
Dec	10/1/24	10/21/24

**As the largest distributed Catholic magazine in eastern South Dakota, we will provide a publication with:**

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

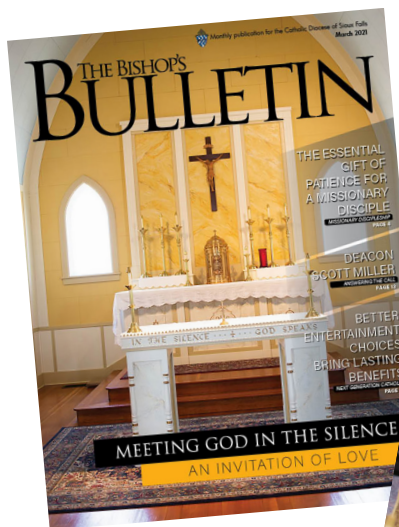
## Your target audience reads The Bishop's Bulletin

According to Simmons Marketing Research, readers of Catholic magazines have these characteristics:

- 75% own a home
- 72% are married
- 68% are predominantly female
- 57% are decision-makers 35 to 64 years of age
- 39% are college graduates
- 60% regularly save and invest money
- 90% strongly support charities
- 77% are regular domestic travelers

# Diocesan Event page submission deadlines

## THE BISHOP'S BULLETIN



**Have questions  
about putting your  
event in the  
Bishop's Bulletin?**

**Call or email  
Casey for help.**

**605.988.3738  
cbassett@sfcatholic.org**

## 2024

January	11-6-23
February	12-6-23
March	1-23-24
April	2-19-24
May	3-16-24
June	4-17-24
July	5-17-24
August	6-17-24
September	7-24-24
October	8-21-24
November	9-24-24
December	10-21-24



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