

# El **Heraldo** c a t ó l i c o

## Advertising Rates & Information

(Effective January 1, 2010)

El Heraldó Católicó is the Spanish language newspaper for the Diocese of Sacramento, Diocese of Oakland, and Archdiocese of San Francisco. It is distributed the first Sunday of every month at the Hispanic Mass celebrations in all three dioceses.

Distribution 32,500 1/1/2010 (net press run)

(Additional distribution at retail establishments located in Hispanic neighborhoods)

**Boundaries of distribution:** From the Sacramento metro area to the Oregon border, and from San Francisco to the Nevada state line. Does not include northern coastal areas.

## ADVERTISING RATES

GENERAL PAGES ..... \$20.50 per column inch

REGIONAL PAGES ..... \$14.50 per column inch

(San Francisco, Oakland, or Sacramento Pages)

FREQUENCY RATES: ..... 6 Times: 15% Discount

12 Times: 25% Discount

PICKUP RATE ..... \$10.00 per column inch

(For ads that ran in the English language papers)

RATE FOR AGENCIES..... \$20.50 Net

Spot Color ..... \$150

Full Color..... \$450

INSERTS ..... \$27.50 cpm

*Ship inserts to: Paradise Post, 5399 Clark Rd., Paradise, CA 95967*

AD WIDTHS	1 Column	2 Columns	3 Columns	4 Columns	Full Width (6 col.)
	1 ½ inches	3 ⅛ inches	4 ¾ inches	6 ⅜ inches	9 ⅝ inches
	9 picas	18p9	28p6	38p3	57p9

### ADVERTISING SALES STAFF

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