

U.P. The Catholic

EVANGELIZATION

EDUCATION

INFORMATION

Publisher : Bishop John F. Doerfler

Editor: John W. Fee II

Advertising Manager: Deacon Stephen S. Gretzinger

Advertising Office: (toll-free) 1-866-452-5112

Business Office: (906) 227-9131

1004 Harbor Hills Drive

Marquette, MI 49855-8851

MISSION STATEMENT

To foster a spirit of community among all Catholics in the Diocese of Marquette through a publication that seeks to inform, evangelize and educate. Our goal is to inspire readers, with news, stories of faith and authentic teaching, to draw closer to Christ and the Church and live out their faith in their daily lives.

ADVERTISING CRITERIA

Advertising is a major source of financial support for the newspaper, as well as a service provided to the business community and our readers. The U.P. Catholic reserves the right to refuse advertising that is antithetical to the teachings of the Catholic Church. In addition, the newspaper will not accept advertising for private adoptions, as well as casinos, alcohol or bars. This ban does not apply to restaurants that serve alcohol and bars that serve food. We will accept political *issue* advertising.



2017 Issue Dates

January 20
February 10
February 24
March 10
March 31
April 14
May 5
May 26
June 16

July 14
August 11
September 1
September 22
October 6
October 27
November 17
December 8
December 22

DIRECTLY MAILED

TO OVER 17,000 HOMES

*Founded in 1946, we have
proudly served the area
for over 70 years.*

Advertising Media Kit
Updated: 11/16/16

OPEN RATES

DISPLAY RATES

Open Rate = \$15.32

1 to 14 col/in • \$14.55 col/in

(1/4 page) 15 to 34 col/in • \$13.23 col/in

(1/2 pg) 35 to 64 column inches • \$12.27 col/in

(Full page) 65 column inches • \$12.27 col/in

(Discount contract rates are available.)

FULL COLOR

\$125 - four color (color photo) each time

(available on limited pages)

GUARANTEED PLACEMENT

Need a certain spot? - Add 10%

INSERTS

\$52 per thousand for single page (folded) inserts.

\$61 per thousand for 2 - 5 page (folded) inserts.

Call for quote of 6+ page inserts or folding fees.

Inserts are due eight days before publication.

Sample of insert due 20 days before publication.

Ship inserts to: Daily Globe Attn: U.P. Catholic

118 E. McLeod Ave., Ironwood, MI 49938

Phone 906-932-2211 Ext. 113

*Mail sample of insert to: Deacon Steve Gretzinger
3405 17th St., Menominee, MI 49858*



SPECIFICATIONS

MECHANICAL REQUIREMENTS

**Printed offset - Tabloid - 5 columns to each page
Width type page 10.525" / column depth 12.8"**

Ads accepted in PDF, TIF, JPG,

PDF Preferred

Free ad design & layout

(Proofs provided only on request)

ISSUE DATES

Published 18 times a year - See page 3.

AD DEADLINE

14 days prior to publication date.

18 days if you require a proof.

Cancellation due 14 days prior to publication.

Email camera-ready ads to:

upc@new.rr.com

Hard copy ads can be mailed to:

Deacon Steve Gretzinger

3405 17th St., Menominee, MI 49858

Invoiced monthly, payment expected
within 30 days to remain in good standing.

Classified ads must be pre-paid.

SAMPLE DISPLAY RATES

↑
HEIGHT
↓

Ad Size	Width/Height	Columns	Col/in	Rate	Cost / Issue
Full Page	10.525" x 12.8"	5	65	@ 12.27	\$797.55
1/2 Page	10.525" x 7"	5	35	@ 13.23	\$463.05
1/4 Page	4.129" x 8"	2	16	@ 14.55	\$232.80
1/8 Page	4.129" x 4"	2	8	@ 15.32	\$122.56
Spot Ad	4.129" x 2"	2	4	@ 15.32	\$ 61.28

← WIDTH →

COLUMN WIDTH

1 col = 1.997 inches

2 col = 4.129 inches

3 col = 6.263 inches

4 col = 8.394 inches

5 col = 10.525 inches

**Online advertising available
www.upcatholic.org**



Please call me

Toll Free

1-866-452-5112

or email at

upc@new.rr.com

-Deacon Steve Gretzinger

Ad Manager's appearance may vary.

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2017

SPECIAL SECTION, ISSUE & SUPPLEMENT SCHEDULE

2017 ISSUE DATES

JANUARY 20

FEBRUARY 10

FEBRUARY 24

MARCH 10

MARCH 31

APRIL 14

MAY 5

MAY 26

JUNE 16

JULY 14

AUGUST 11

SEPTEMBER 1

SEPTEMBER 22

OCTOBER 6

OCTOBER 27

NOVEMBER 17

DECEMBER 8

DECEMBER 22

01/20/17 - VOCATIONS - Candidates for Priesthood & Religious Life

02/10/17 - WEDDINGS & MARRIAGE / SENIOR TRAVEL

02/24/17 - CATHOLIC SCHOOLS / PRE-LENT ADS (Ash Wed. 3/01/16)

03/10/17 - ANNUAL REPORT / PERSONAL FINANCES / LENT

03/31/17 - WOMEN RELIGIOUS? / ALTARED? / LENT

04/14/17 - EASTER / DIVINE MERCY SUNDAY (Easter: 4/16/17)

05/05/17 - HEALTHWISE / OUR LADY OF FATIMA (Jubilee 5/13/17)

05/26/17 - TWILIGHT (Death & Dying) / SUMMER MASS TIMES

06/16/17 - ORDINATION / ASSIGNMENTS / SACRAMENTS / JUBILEE

07/14/17 - TITHING 101

08/11/17 - DIOCESAN DIRECTORY

09/01/17 - ALTARED (Teen & Young Adults) / "VOCATING"

09/22/17 - UPCSAs / RETREATS

10/06/17 - THE GOLDEN AGE / RESPECT LIFE

10/27/17 - PRIESTHOOD SUNDAY

11/17/17 - GIFT GIVING GUIDE & THANKSGIVING

12/08/17 - CONSTRUCTION ISSUE & GIFT GUIDE #2

12/22/17 - CHRISTMAS MASS TIMES

To advertise in the U.P. Catholic Newspaper
Contact Deacon Steve - 1-866-452-5112 - upc@new.rr.com

Issue dates & special section placement are subject to change. (Revised: 8/09/16)