Open House The Pilo

The Pilot

Friday, October 10, 2014 • Vol. 185, No. 39 • \$1.00

Pope tells bishops at family synod to speak fearlessly, listen humbly

— aprox as cohabitation, divorce, birth control and the impact of social with control and the impact of social with the control and the impact of social with the control and the impact of social with the control and the co

VATICAN CITY (CNS) — Pope Francis opened the first working session of an extracediant ysymod of Bishops Oct. 6, urging participants to speak fearlestly and litters humbly during two weeks of discussion of the "pastoral challenges of the family."

Hungarian Cardinal Peter Endo of Extrepton-Budpost then outlined some of the major challenges the bishops would discuss, including such contrateversal topics as cohabitation, divorce birth control and the impact of social and economic pressures.

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urnout to suppor annual dinner



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Mass honors those who ser



Brandeis honors founder of liberation theology

BY CRUSSTOPHER S. POSEO

Oct. 5, with the Joseph B. and Toby justice.
Gistler Prize for his dedicated advocacy
on behalf of the poor in Latin America
on behalf of the poor in Latin America
and his commitment to Catholic social
and his commitment to Catholic social



Media Kit 2015



America's Oldest Catholic Newspaper

Why advertise with *The Pilot*?

For almost two hundred years The Pilot has been Boston's source for local, national and international news, reporting on the issues most concerning the Catholic community. Each week The Pilot is seen by over 60,000 people in a variety of locations from reader's homes, to parishes and community centers. It can be also read on the Kindle and on mobile apps.

Advertising with *The Pilot* allows you to reach an audience of desirable individuals. According to a national study by Simmon Market Research Bureau, readers of the Catholic press are better educated than the average American. They also tend to earn more money and travel more often than other Americans. They are more likely to have stocks, bonds and other financial investments, and to contribute substantially to the church and other charities.

Circulation

The Pilot averages 22,000 issues per week, with readership of 60,000.

Issues are mailed directly to subscriber's homes or parishes.

Bonus distribution is provided for many special issues, (see page 6) often times mailed directly to people most interested in the content of the special issue, section or supplement.

A few examples include:

Over 3,500 extra copies of the Open House issue are sent to Catholic school teachers, administration and parents of students in September and January.

Hundreds of extra copies of the Vocations issue are sent to the Cathedral of the Holy Cross for the Ordination.

25% of Catholics said they had read their diocesan paper in the last six months.*

CARA estimates that 25% to 30% of adult Catholics read their diocesan newspapers with some regularity.* We take the mid-point of this range and assume 27.5% readership.*

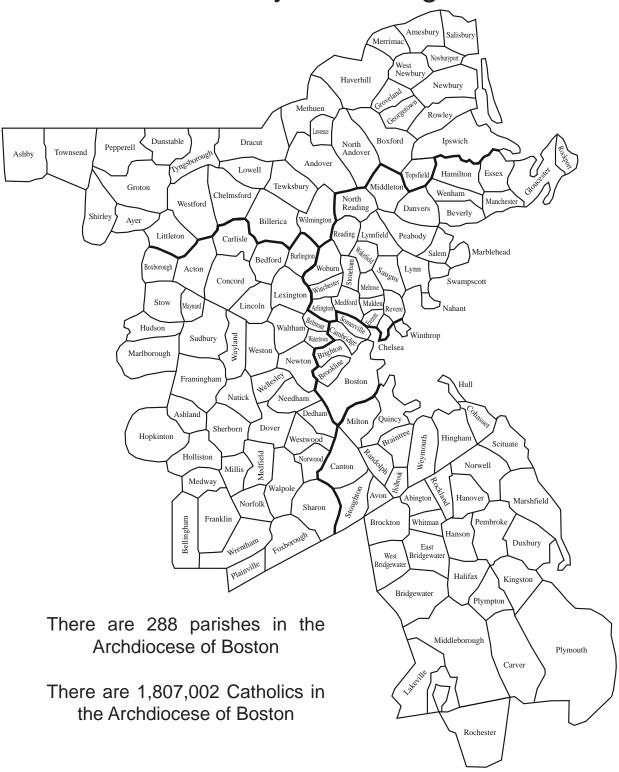
We can estimate that 14.5 million Catholics—or nearly 5 percent of the total U.S. population have read a diocesan newspaper or magazine at least once in the last six months.*

14.5 million readers is:

- 6 million more than the circulation of Reader's Digest.*
- about the same as the number of U.S. monthly visitors to twitter.com.*



Primary Marketing Area





Special Issues Calendar 2015

January 23 Catholic School Week/Education

January 30 Retreats

February 6 Consecrated Life

February 20 Catholic College Week/Education

March 6 Travel Camps

April 3 Easter Initiation
April 24 Senior Living

May 22 Vocations/Ordination

June 12 Weddings

June 26 Graduation/Education
September 25 Women's Religious

October 2 Open House/Education

October 16 Retreats

October 23 Priesthood Sunday

October 30 Vocation Awareness Week

October 30 Funerals/Bereavement

November 6 Books/ReadingNovember 13 Senior LivingNovember 27 Songbook/Gifts

December 4 Gifts

Dates are subject to change. The Pilot does not publish July 3 & 10



Display Ads

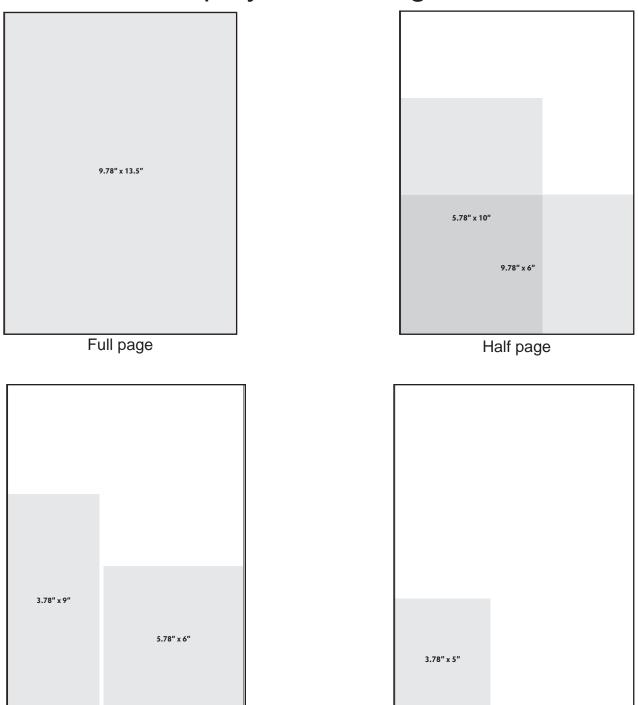
Column Inches	1 Insertion Discount \$25/column inch	4 insertion Discount \$22.50/column inch	12 insertion Discount \$21.25/column inch	24 insertion Discount \$20/column inch	Weekly insertion Discount \$18.75/column inch
2"	\$50.00	\$45.00	\$42.50	\$40.00	\$37.50
3"	\$75.00	\$67.50	\$63.75	\$60.00	\$56.25
5"	\$125.00	\$112.50	\$106.25	\$100.00	\$93.75
8"	\$200.00	\$180.00	\$170.00	\$160.00	\$150.00
10" (eighth page)	\$250.00	\$225.00	\$212.50	\$200.00	\$187.50
12"	\$300.00	\$270.00	\$255.00	\$240.00	\$225.00
15"	\$375.00	\$337.50	\$318.75	\$300.00	\$281.25
18 " (quarter page)	\$450.00	\$405.00	\$382.50	\$360.00	\$337.50
24"	\$600.00	\$540.00	\$510.00	\$480.00	\$450.00
30 " (half page)	\$750.00	\$675.00	\$637.50	\$600.00	\$562.50
36"	\$900.00	\$810.00	\$765.00	\$720.00	\$675.00
45"	\$1,125.00	\$1,012.50	\$956.25	\$900.00	\$843.75
50 "	\$1,250.00	\$1,125.00	\$1,062.50	\$1,000.00	\$937.50
67.5" (full page)	\$1,687.50	\$1,518.75	\$1,434.38	\$1,350.00	\$1,265.63

Other sizes accepted at the rate of \$25.00 per column inch. Frequency discounts, contract and repeat rates available.

Color is available at an additional cost



Display Advertising Ads



Other sizes accepted

Eighth page

Quarter page



Classified Ads

Column Inches	1 Insertion Discount \$20/column inch	4 insertion Discount \$18/column inch	12 insertion Discount \$17/column inch	24 insertion Discount \$16/column inch	Weekly insertion Discount \$15/column inch
2"	\$40.00	\$36.00	\$34.00	\$32.00	\$30.00
3"	\$60.00	\$54.00	\$51.00	\$48.00	\$45.00
4"	\$80.00	\$72.00	\$68.00	\$64.00	\$60.00
5"	\$100.00	\$90.00	\$85.00	\$80.00	\$75.00
6"	\$120.00	\$108.00	\$102.00	\$96.00	\$90.00
8"	\$160.00	\$144.00	\$136.00	\$128.00	\$120.00
10"	\$200.00	\$180.00	\$170.00	\$160.00	\$150.00
12"	\$240.00	\$216.00	\$204.00	\$192.00	\$180.00
15"	\$300.00	\$270.00	\$255.00	\$240.00	\$225.00
18"	\$360.00	\$324.00	\$306.00	\$288.00	\$270.00
24"	\$480.00	\$432.00	\$408.00	\$384.00	\$360.00

Four easy ways to place a classified ad:

1. Phone: Call Larry Ricardo at (617) 779-3788

2. E-mail: Send your ad copy to Iricardo@pilotcatholicnews.com

3. Fax: (617) 779-4562

4. Mail: The Pilot, 66 Brooks Drive, Braintree, MA 02184

\$20 per column inch 1 inch minimum - Classified column width 1.25"

All major credit cards accepted by calling (617) 779-3789.

Samples of ads:

CARA CARE

"The Friendly Caregivers" An Irish Elderly/Home Care Agency

Promoting a healthier, safer, and independent lifestyle. Offering flexible or 24/7 care, Live In/Live Out. State Licensed.

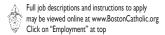
For a consultation call:

617-852-3858





just outside of the Boston area, is seeking candidates for these positions.





Front Page Strip Ad Along Bottom



Measurement: 5 columns by 1.5" deep

Deadline: One week in advance of publication. Ad subject to approval by The Pilot.

Cost: \$400 per insertion or \$325 per insertion for 4 insertion commitment

Packaging discounts available with all online products.

Space reservations subject to availability on first come basis.



Advertising Guidelines

Advertising space reservations: Due Friday, before week of publication Advertising copy: Due Friday, before week of insertion Final copy: Due Monday noon, week of publication.

Send your camera ready ad (with artwork) or e-mail your ad in PDF format to: Iricardo@bostoncatholicnews.com

Agency Commission

15% to recognized advertising agencies. 2% cash discount not given.

Special Position: No position sold or promised

Terms: Net cash. Statements rendered first of month following insertion.

Display mechanical requirements

1 column 1 7/8 inches

2 columns 3 7/8 inches

3 columns 5 7/8 inches

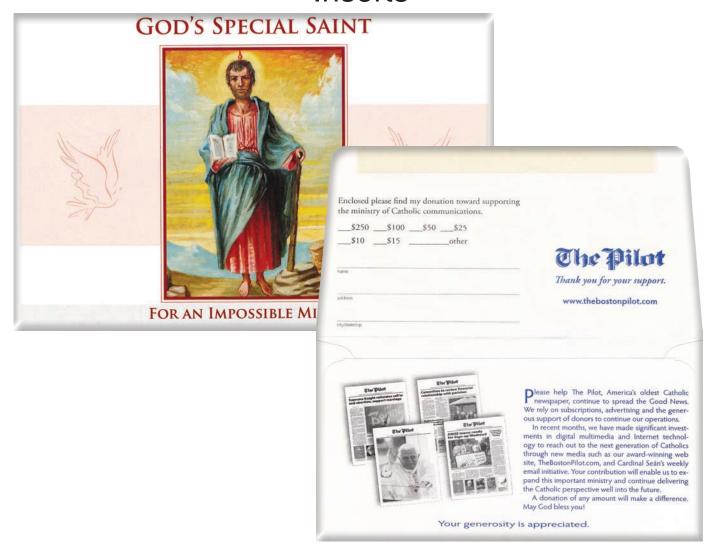
4 columns 7 7/8 inches

5 columns 9 7/8 inches

13.5 inches deep maximum



Inserts



Free standing inserts

We accept pre-printed, free-standing inserts folded to 7 ½ x 11" or smaller. A sample is required prior to insertion. Must be shipped, boxed or skidded one week prior to publication date to:

Gannett Offset, 565 University Ave, Norwood, MA 02062

\$1500 per run

Rate may vary based on weight of material. Advertiser assumes liability for additional charges.

Please inquire on availability of date



News Note Stickers



Measurements: 3"x3"

Deadline: One week before

deadline

Cost: \$1600 per run

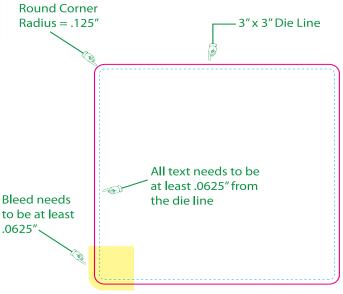
or \$2500 for insert combination

Art work can be sent as an Illustrator EPS or AI file. Fonts should be converted to outlines to ensure no missing font issues. If the fonts are not converted to outlines than the fonts will need to be sent with the file.

If artwork is sent to us as a pdf with the fonts embedded we will not be able to alter the file. PMS colors will need to be used in the file unless the graphic is printing in Process (Cyan, Magenta, Yellow, and Black).

We can except Photoshop, InDesign and Quark files. For InDesign and Quark files fonts will need to be sent with the file. Fonts will also have to be sent with a Photoshop file unless the artwork is flattened. No text should be smaller than 4 point.

At least a .0625" bleed will be needed for graphics with bleed. All text needs to be at least a .0625" from the die line due to press tolerances.





Web Advertising Rates and Size







www.TheBostonPilot.com - The Pilot's Online Edition

Ad type Measurement (pixels) Monthly cost

Banner 729x90 \$350 Box 300x250 \$300

All ads appearing in print edition of The Pilot may run in online edition for additional \$60 for that issue week or \$165 per month

Cardinal Seán's Weekly Newsletter Banner 610 x 75 - \$175 Box 180 x 150 - \$200

www.BostonCatholic.org – Archdiocese of Boston site Box 160 x 200 - \$250

Advertising available appearing on all parish directory pages

Attractive combination rates available with all of the above and any Pilot print ads.

Frequency discounts available on all online products.

Online traffic information available upon request





The Pilot Media Group 66 Brooks Drive Braintree, MA 02184

Website: www.TheBostonPilot.com Newspaper of the Roman Catholic Archdiocese of Boston Annual subscription rate: \$38

Member of the Catholic News Service, Vatican Information Service, Catholic Press Association, and the International Catholic Union of the Press

Tabloid format 5 columns, full page image area 9 7/8 x 13 1/2"

Terms

Accounts billed monthly, due in full by the end of the following month. Credit card and debit cards are accepted by calling (617) 779-3789. Recognized advertising agencies are eligible for a 15% discount. Advertisers and its agency are jointly responsible for payment of all ads priced.

Display advertising

E-mail inquiries to: Iricardo@pilotcatholicnews.com

Free graphic design and typesetting services available.

Adobe Acrobat PDF-x1a format preferred. All fonts and graphics must be properly embedded, and all color settings must be in a CMYK. Photo resolutions must be 300 dpi or greater.

All advertisements and editorial content are subject to editor's approval. The editor reserves the right to reject, omit, or edit any editorial or advertising copy submitted for publication.

No liquor, political advertising or reading notices accepted. Minimum depth one inch

Claims for error

Any advertising, the sense and value of which is materially affected by error will be published without charge upon notice in writing within 14 days of publication. Slight errors in advertisements will not be considered in request for free publication.