

ADVERTISING GUIDELINES

TERMS AND CONDITIONS

- LaFe 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 LaFe magazine.
- LaFe 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 LaFe magazine except where a request for a specific preferred position is acknowledged by LaFe magazine in writing.

- 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 Melissa Pici at mpici@dioceseoflaredo.org or 956.764.7882.

AD DETAILS

Cost is per insertion. All prices are for camera-ready material submitted to LaFe magazine according to advertising guidelines. LaFe also offers design and production services for your convenience.

2021-2022 Advertising Schedule			
issue	space deadline	ad due	mail date
Advent/Christmas	9/29/2021	10/13/2021	11/18/2021
Lent/Easter	1/5/2022	1/19/2022	2/24/2022
Summer	4/6/2022	4/20/2022	5/26/2022
Fall	7/6/2022	7/20/2022	8/25/2022

PRINTING SPECIFICATIONS

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to "Press Quality").

AD SPECIFICATIONS FULL COLOR • quarterly (4 issues a year)

Number of Issues	Per Issue Cost					
	full	half	quarter	eighth	Inside back cover	Bottom half back
1	\$900	\$540	\$315	\$180	\$1,080	\$1,200
2	\$850	\$490	\$275	\$165	\$1,000	\$1,150
3	\$775	\$440	\$235	\$145	\$960	\$1,125
4	\$700	\$380	\$195	\$115	\$880	\$1,000

*For only \$50 more, your ad will be placed on the Diocese of Laredo website (www.dofl.org/la-fe-magazine).

Full Page	Half Page (Vertical)	Half Page (Horizontal)	Quarter Page	Eighth Page
8" x 10.25"	3.875" x 10.25"	8"x 5"	3.875" x 5"	3.875" x 2.5"



LaFe

photo by Zero Photography

MAXIMIZE

YOUR BUSINESS POTENTIAL

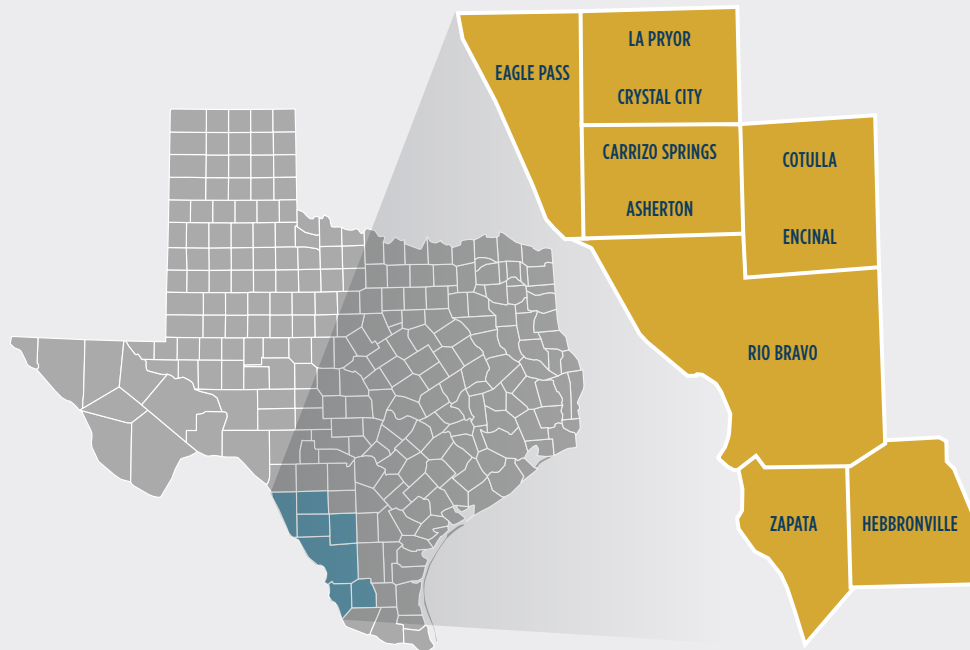
We help you connect with South Texas Catholics

MELISSA PICI
Editor

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www.dioceseoflaredo.org

THE MAGAZINE OF THE CATHOLIC
DIOCESE OF LAREDO

WHY ADVERTISE?



HIGH IMPACT

LaFe is a high-quality, four-color print, quarterly magazine with a distribution rate of over 12,500. It is mailed to households, churches and businesses throughout the Diocese of Laredo. Additionally, the magazine is promoted as an online digital version.

WE PROVIDE A PUBLICATION WITH:

- Full color ads
- High pass-along rate
- Proven readership
- Digital online presence
- Design services available
- Award-winning production/editorial staff
- Uplifting content and inspiring stories



HOW EFFECTIVE ARE CATHOLIC MAGAZINES?

WHAT DO READERS SAY ABOUT THIS FORMAT?

91% Makes me feel more connected to my Catholic faith.

76% I read or look into the most recent issue.

38% Discussed or forwarded an issue.

43% Spend more than 15 minutes with an issue.

90% Of readers find the magazine attractive.

OUR MISSION

La Fe Magazine's informative columns and compelling faith-filled stories feature everyday people from throughout the diocese and are meant to inspire readers and nurture in them a desire to grow in their faith.

