



CATHOLIC TIMES

MAGAZINE OF THE DIOCESE OF SPRINGFIELD IN ILLINOIS

AD WORKSHEET

Design your own, or use our design service.
Other sizes available. Color offered at an additional charge.
Call Carole at (217) 698-8500, extension 168, for details.

BASE AD RATE - \$21.00 per column-inch

Column-inch equals number of columns times height in inches.

COLOR

Half to Full-page ad \$100.00
Half-page and smaller \$50.00

1/3 Page - 3 columns wide by 3 inches deep = \$189.00

2 columns wide by 3 inches deep = \$126.00

2 columns wide by 2 inches deep = \$84.00

1 column wide by
5 inches deep = \$105.00

2 columns wide by 5 inches deep = \$210.00

1 column wide by
3 inches deep = \$63.00

AD WORKSHEET

Other sizes available, in 1, 2,
and 3 column widths, up to
9.25 inches in height, including:

Full-page ad
3 columns by 9.25 inches
(7.25 inches by 9.25 inches)
\$582.75

BASIC UNITS TO REMEMBER

3 Column = 7.25"
2 Column = 4.77"
1 Column = 2.30"

1/2 Page - 3 columns wide by 4.57 inches deep = \$287.91