



Catholic TIMES

2026 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.

Quarter-page
2 columns wide by 4.57 inches
(3.54 inches wide by 4.57 inches high)
\$111.51

Eighth-page
2 columns wide by 2.29 inches
(3.54 inches wide by 2.29 inches high)
\$55.88

BASE AD RATE
\$12.20
per column-inch

BASIC UNITS TO REMEMBER

3 Column = 7.25"
2 Column = 3.54"

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

COLOR
(Additional charge)

Half-page and smaller
\$50.00
Larger than half-page
\$100.00

AD COSTS

Full-page ad

3 columns by 9.25 inches
(7.25 inches by 9.25 inches)
\$338.55

Half-page ad

3 columns by 4.57 inches
(7.25 inches by 4.57 inches)
\$167.26

Quarter-page ad

2 columns by 4.57 inches
(3.54 inches by 4.57 inches)
\$111.51

Eighth-page ad

2 columns by 2.29 inches
(3.54 inches by 2.29 inches)
\$55.88

(Other sizes available)

Full-page

3 columns wide by 9.25 inches
(7.25 inches wide by 9.25 inches high)

\$338.55

One-Third-page

3 columns wide by 3.00 inches
(7.25 inches wide by 3.00 inches high)

\$109.80

Half-page

3 columns wide by 4.57 inches
(7.25 inches wide by 4.57 inches high)

\$167.26