



# 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)*  
**\$219.36**

**Eighth-page**  
2 columns wide by 2.29 inches  
*(3.54 inches wide by 2.29 inches high)*  
**\$109.92**

**BASE AD RATE**  
**\$24.00**  
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)*

**\$666.00**

#### Half-page ad

3 columns by 4.57 inches  
*(7.25 inches by 4.57 inches)*

**\$329.04**

#### Quarter-page ad

2 columns by 4.57 inches  
*(3.54 inches by 4.57 inches)*

**\$219.36**

#### Eighth-page ad

2 columns by 2.29 inches  
*(3.54 inches by 2.29 inches)*

**\$109.92**

*(Other sizes available)*

**Full-page**

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

**\$666.00**

**One-Third-page**

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

**\$216.00**

**Half-page**

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

**\$329.04**