MISSION STATEMENT
To foster a spirit of community among all Catholics in the Diocese of Marquette through a publication that seeks to inform, evangelize and educate. Our goal is to inspire readers, with news, stories of faith and authentic teaching, to draw closer to Christ and the Church and live out their faith in their daily lives.

ADVERTISING CRITERIA
Advertising is a major source of financial support for the newspaper, as well as a service provided to the business community and our readers. The U.P. Catholic reserves the right to refuse advertising that is antithetical to the teachings of the Catholic Church. In addition, the newspaper will not accept advertising for private adoptions, as well as casinos, alcohol or bars. This ban does not apply to restaurants that serve alcohol and bars that serve food. We will accept political issue advertising.

2022 Issue Dates

January 21  
February 4  
February 25  
March 11  
March 25  
April 15  
May 6  
May 27

June 17  
July 15  
August 19  
September 16  
October 7  
October 28  
November 18  
December 16

DIRECTLY MAILED
TO OVER 15,000 HOMES

Founded in 1946, we have proudly served the area for over 75 years.

Advertising Media Kit
Updated: 9/17/21
OPEN RATES

DISPLAY RATES
Open Rate = $16.28
1 to 14 col/in • $16.28 col/in
(1/4 page) 15 to 34 col/in • $15.46 col/in
(1/2 pg) 35 to 64 column inches • $14.06 col/in
(Full page) 65 column inches • $13.04 col/in
(Discount contract rates are available.)

FULL COLOR
$145 - four color (color photo) each time
(available on limited pages)

GUARANTEED PLACEMENT
Need a certain spot? - Add 10%

INSERTS
$60 per thousand for single page (folded) inserts.
$65 per thousand for 2 - 5 page (folded) inserts.
Call for quote of 6+ page inserts or folding fees.
Inserts are due eight days before publication.
Sample of insert due 20 days before publication.
Ship inserts to: Daily Globe Attn: U.P. Catholic
118 E. McLeod Ave., Ironwood, MI 49938
Phone 906-932-2211 Ext. 113
Mail sample of insert to: Deacon Steve Gretzinger
3405 17th St., Menominee, MI 49858

MECHANICAL REQUIREMENTS
Printed offset - Tabloid - 5 columns to each page
Width type page 10.525” / column depth 12.8”
Ads accepted in PDF, TIF, JPG,
PDF Preferred
Free ad design & layout
(Proofs provided only on request)

ISSUE DATES
Published 16 times a year - See page 3.

AD DEADLINE
14 days prior to publication date.
18 days if you require a proof.
Cancellation due 14 days prior to publication.

Email camera-ready ads to:
ads@dioceseofmarquette.org
Hard copy ads can be mailed to:
Deacon Steve Gretzinger
3405 17th St., Menominee, MI 49858

Email sample of insert to: Deacon Steve Gretzinger
3405 17th St., Menominee, MI 49858

Invoiced monthly, payment expected within 30 days to remain in good standing.
Classified ads must be prepaid.

COLUMN WIDTH
1 col = 1.997 inches
2 col = 4.129 inches
3 col = 6.263 inches
4 col = 8.394 inches
5 col = 10.525 inches

Please call me
906-863-7460
or email at
Ads@
DioceseOfMarquette.org
-Deacon Steve

Ad Manager’s appearance may vary.

Online advertising available
www.upcatholic.org
2022 SPECIAL SECTION, ISSUE & SUPPLEMENT SCHEDULE

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01/21/22 - VOCATIONS - (Candidates for Priesthood & Religious Life)
02/04/22 - DEACON APPRECIATION
02/25/22 - CATHOLIC SCHOOLS & PRE-LENT (Ash Wed. 3/02/22)
03/11/22 - RETREATS & TRAVEL & LENT
03/25/22 - PERSONAL FINANCES / ANNUAL REPORT & LENT
04/15/22 - EASTER & WOMEN RELIGIOUS (Easter: 4/17/22)
05/06/22 - JUBILARIANS & MARRIAGE
05/27/22 - TWILIGHT & SUMMER MASS TIMES & SACRED HEART
06/17/22 - ORDINATION & ASSIGNMENTS
07/15/22 - SACRAMENTS & BISHOP BARAGA 225TH
08/19/22 - DIOCESAN DIRECTORY & HEALTHWISE
09/16/22 - UPCS, MONEY MATTERS & PRIESTHOOD SUNDAY
10/07/22 - RESPECT LIFE & GOLDEN AGE
10/28/22 - EVANGELIZATION 101 / SPIRITUAL PEOPLE & PLACES
11/18/22 - GIFT GUIDE / TITHING TUESDAY & THANKSGIVING
12/16/22 - CHRISTMAS MASS TIMES & CONSTRUCTION

To advertise in the U.P. Catholic Newspaper, contact Dcn. Steve (906)-863-7460 - ads@dioceseofmarquette.org

Issue dates & special section placement are subject to change. Revised: 9/17/22