

# U.P. The Catholic

EVANGELIZATION

EDUCATION

INFORMATION

**Publisher :** Bishop John F. Doerfler

**Editor:** John W. Fee II

**Advertising Manager:** Deacon Stephen S. Gretzinger

**Advertising Office:** (906) 863-7460

**Business Office:** (906) 227-9131

**1004 Harbor Hills Drive**

**Marquette, MI 49855-8851**

## 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.



## 2021 Issue Dates

January 15  
February 5  
February 26  
March 12  
April 2  
April 30  
May 21  
June 18

July 16  
August 20  
September 17  
October 8  
October 29  
November 19  
December 17

**DIRECTLY MAILED**

**TO NEARLY 16,000 HOMES**

*Founded in 1946, we have  
proudly served the area  
for over 70 years.*

***Advertising Media Kit***  
***Updated: 8/24/20***

# 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

**\$56 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*



# SPECIFICATIONS

## 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**

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Invoiced monthly, payment expected  
within 30 days to remain in good standing.

Classified ads must be prepaid.

# SAMPLE DISPLAY RATES

↑  
HEIGHT  
↓

Ad Size	Width/Height	Columns	Col/in	Rate	Cost / Issue
Full Page	10.525" x 12.8"	5	65	@ 13.04	\$847.60
1/2 Page	10.525" x 7"	5	35	@ 14.06	\$492.10
1/4 Page	4.129" x 8"	2	16	@ 15.46	\$247.36
1/8 Page	4.129" x 4"	2	8	@ 16.28	\$130.24
Spot Ad	4.129" x 2"	2	4	@ 16.28	\$ 65.12

← WIDTH →

## 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

Online advertising available  
**www.upcatholic.org**



**Please call me**

**906-863-7460**

**or email at**

**Ads@**

**DioceseOfMarquette.org**

**-Deacon Steve**

*Ad Manager's appearance may vary.*

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2021

SPECIAL SECTION, ISSUE & SUPPLEMENT SCHEDULE

2021 ISSUE DATES	
January 15	01/15/21 - VOCATIONS - <i>(Candidates for Priesthood &amp; Religious Life)</i>
February 5	02/05/21 - DEACON APPRECIATION & PRE- LENT <i>(Ash Wed. 2/17/21)</i>
February 26	02/26/21 - CATHOLIC SCHOOL & MARRIAGE & LENT
March 12	03/12/21 - PERSONAL FINANCES / ANNUAL REPORT & LENT
April 2	04/02/21 - EASTER & DIVINE MERCY SUNDAY <i>(Easter: 4/04/21)</i>
April 30	04/30/21 - RETREATS & TRAVEL / JUBILARIANS
May 21	05/21/21 - TWILIGHT & SUMMER MASS TIMES
June 18	06/18/21 - ORDINATION & ASSIGNMENTS & SACRED HEART
July 16	07/16/21 - SACRAMENTS & HEALTHWISE
August 20	08/20/21 - DIRECTORY - <i>(HISTORY OF WOMEN RELIGIOUS IN OUR DIOCESE)</i>
September 17	09/17/21 - UPCS, MONEY MATTERS & PRIESTHOOD SUNDAY
October 8	10/08/21 - RESPECT LIFE & GOLDEN AGE
October 29	10/29/21 - EVANGELIZATION 101 / SPIRITUAL PEOPLE & PLACES
November 19	11/19/21 - GIFT GUIDE / TITHING TUESDAY & THANKSGIVING
December 17	12/17/21 - CHRISTMAS MASS TIMES & CONSTRUCTION

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

*Issue dates & special section placement are subject to change. Revised: 8/24/20*