

# TEXAS CATHOLIC HERALD



Proclaiming the Good News to the Archdiocese of Galveston-Houston

Welcome to the *Texas Catholic Herald*!

We appreciate your interest in the official newspaper of the Archdiocese of Galveston-Houston. Our paper covers one of the largest dioceses in the nation, comprised of 1.7 million Catholics. The *Herald* reaches more than 72,000 homes in Galveston and Houston and is mailed directly to subscribers. Because of our target audience, our advertisers enjoy a longer shelf life in the homes of subscribers than similar daily or weekly publications. In short, the *Herald* is *the* premier tool for reaching the Catholic population of the greater Houston area.

Enclosed, you will find the *Herald's* Media Kit for 2020, featuring information about our readership, circulation and rates.

Please feel free to contact me to reserve advertising space in a future edition or if you have any questions regarding ad rates and ad placements. I look forward to working with you.

My phone number is 713-652-4407 and my e-mail address is [ads@archgh.org](mailto:ads@archgh.org)

Thanks much,

**Catherine Spaulding Viola**

Marketing and Internal Communications Manager  
Archdiocese of Galveston-Houston



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# The Archdiocese of Galveston-Houston ...

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- ... serves **1.7 million** Catholics.
- ... is the **first and oldest diocese in Texas**, established by Pope Pius IX in 1847, when Galveston was named the mother diocese of the Lone Star State.
- ... has the **largest Catholic population in Texas** and is the **fifth largest** of the 196 dioceses in the United States.
- ... is **home to the only cardinal in the Southern United States**. Daniel Cardinal DiNardo was elevated to the College of Cardinals in 2007.
- ... includes **146 parishes in 10 counties**: Harris, Galveston, Fort Bend, Brazoria, Montgomery, Austin, Grimes, San Jacinto, Walker, and Waller.
- ... has **443 priests, 400 religious sisters, 11 religious brothers** and **433 permanent deacons**.
- ... includes **some of the area's largest churches**, such as Epiphany of Our Lord parish in Katy, with 6,650 registered families, and St. Laurence in Sugar Land, with 7,500 families. St. Elizabeth Ann Seton in Northwest Houston is the largest parish in the Archdiocese, with 10,255 families.
- ... reflects the region's multicultural character with one of the most ethnically diverse populations in the nation. Mass is celebrated in **14 different languages** in the Archdiocese.
- ... is **one of the largest social service providers in Texas**, offering specialized children's services, housing programs, food banks, protective shelters, half-way houses, immigration and refugee programs and countless other ministries to people in need. In 2017, at least **446,017 people** of all creeds and backgrounds were served at local Catholic hospitals, health care centers, social services agencies, daycare centers, schools and the Archdiocesan nursing care facility.
- ... oversees the **largest private school system in Texas**. More than 18,566 students are educated in the Archdiocese's 59 Catholic schools, which includes 43 diocesan grade schools, five private elementary schools and 10 private high schools.

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SOURCES: The Archdiocese of Galveston-Houston, The United States Conference of Catholic Bishops

**For more information, visit [www.archgh.org](http://www.archgh.org)**



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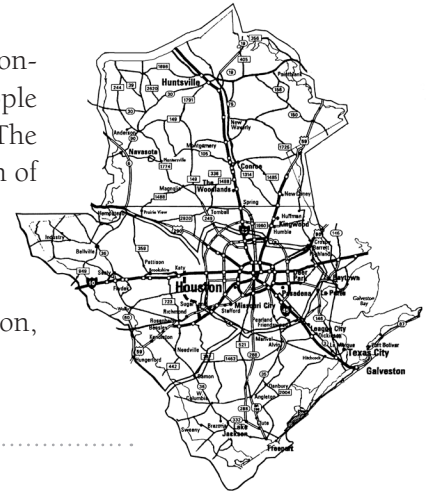
# TEXAS CATHOLIC HERALD

## CIRCULATION & READERSHIP STATISTICS

### CIRCULATION

The *Texas Catholic Herald* (TCH) is the official newspaper of the Archdiocese of Galveston-Houston. The mission of the TCH is to highlight the important news, events and people in the nation's 11th largest diocese, a diocese comprised of 1.3 million Catholics. The *Texas Catholic Herald* is published 21 times a year; twice monthly, with the exception of June, July and August. Current circulation is 72,000 households. The newspaper is sent to subscribers by mail.

The Archdiocese is comprised of the counties of Austin, Brazoria, Fort Bend, Galveston, Grimes, Harris, Montgomery, San Jacinto, Walker and Waller in the State of Texas.



### READERSHIP STATISTICS

**72%** percent of respondents reported having read four of the last four issues of the TCH. That number increased to 82% among priests.

**65%** percent of respondents reported they receive the majority of their Catholic news from the TCH.

**89%** of respondents rated the TCH's content as "good" or "excellent."

**90%** of the respondents have resided in the Archdiocese for more than 10 years.

Almost **80%** of respondents reported they attend Mass on a weekly basis. Eight percent attend on a daily basis.

**34%** of respondents reported they pass along their copy of the TCH to someone outside their home.

**45%** of respondents have at least a B.A. or B.S. degree. Twenty percent report they have a postgraduate degree.

**88%** of respondents own their own home or condominium.

**59%** of respondents reported they are married.

**48%** reported a household income over \$49,999. Twenty percent reported a household income over \$99,999.

SOURCE: Research conducted by Market Analysis Associates of San Diego, California, May 2001



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## MECHANICAL SPECIFICATIONS

### RATE SCHEDULE/ FREQUENCY DISCOUNTS

frequency*	1 issue	6 issues	12 issues	21 issues
1/8 page	\$ 315	\$ 294	\$ 280	\$ 266
1/4 page	\$ 630	\$ 588	\$ 560	\$ 532
1/2 page	\$1260	\$1176	\$1120	\$1064
Full page	\$2520	\$2352	\$2240	\$2128

**\$45 per column inch – Effective 09/01/10**

**Placement charge for back cover: \$500**

**Color charge for display advertising: \$400**

**\* prices listed are per-issue rates**

### ADVERTISING REGULATIONS

Insertion dates must be agreed to upon signing of contract. Once ad has been approved by client, additional changes are \$15. Prepayment required until credit is established. We accept checks and money orders only. We do not accept credit card payments.

The *Texas Catholic Herald* does not accept political advertising or inserts. Further, the *Herald* reserves the right to reject advertising which falls outside the teachings of the Catholic Church. The *Herald* assumes no liability for subject matter contained in copy placed by an advertiser and reserves the right to refuse any advertising.

The *Texas Catholic Herald* does not currently accept online advertising, in accordance with the policies of the Archdiocese of Galveston-Houston.

The *Texas Catholic Herald* does not currently accept inserts of any kind.

### FILE SUBMISSION

The newspaper is created in Adobe InDesign CS5 on PC platform. All photos should be 300 dpi. Set up color ads in CMYK mode and include a color printout. Artwork provided by advertisers should be submitted in one of the following electronic formats:

- High resolution PDFs with all fonts embedded
- EPS file with all type converted to outlines
- Native InDesign file with all supporting graphics, PC, True Type or Open Type fonts collected
- Send COMPRESSED electronic files to Catherine Viola at [ads@archgh.org](mailto:ads@archgh.org), or submit files on CD or DVD. Include an index of all files and fonts contained on disk and printed sample.

### MECHANICAL REQUIREMENTS

Minimum ad size is 1 column by 1 inch

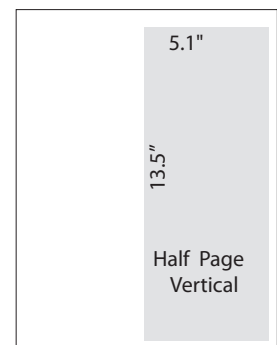
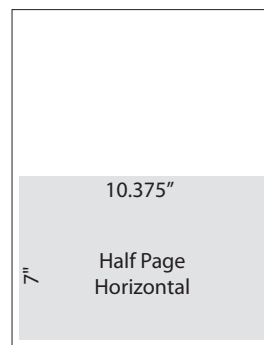
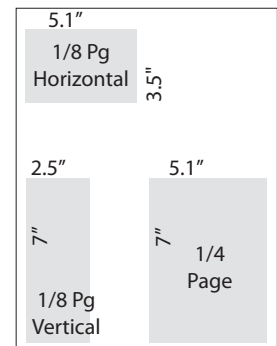
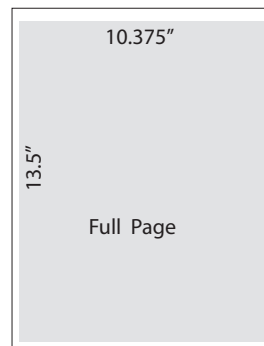
One column width = 2.5"

Two column width = 5.1"

Three column width = 7.7"

Four column width = 10.375"

Full page is 10.375" wide by 13.5" high



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## ADVERTISING CALENDAR 2021

The *Texas Catholic Herald* is published 21 times a year; bi-weekly, with the exception of June, July and August. Deadline for advertising is Tuesday at noon, 14 days prior to the issue. Current circulation is 72,000 households. The newspaper is mailed to subscribers.

### DEADLINE & ISSUE DATES: 2021

DEADLINE	ISSUE DATE	SPECIAL ISSUE
TUESDAY AT NOON	TUESDAY	
December 29, 2020	January 12	
January 14	January 26	
January 12	February 9	
February 9	February 23	Lent
February 23	March 9	
March 9	March 23	
March 30	April 13	Easter Issue
April 13	April 27	
April 27	May 11	
May 11	May 25	
May 26	June 8	Val-Sal Issue
June 25	July 13	
August 3	August 17	Back-to-School Issue
August 31	September 14	
September 14	September 28	
September 28	October 12	
October 12	October 26	
October 26	November 9	
November 9	November 23	Advent
November 30	December 14	
December 14	December 28	Christmas Issue



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