The Official Newspaper of the Archdiocese of Galveston-Houston

For more than 50 years, the award-winning Texas Catholic Herald has been proclaiming the Good News to the Archdiocese of Galveston-Houston. Our newspaper covers the fifth-largest diocese in the nation, comprised of more than 1.7 million Catholics in 10 counties in the fastest-growing region in the country.

Quick facts about our paper:
- Publishing local Catholic news since 1965
- A Shepherd’s Message column by Daniel Cardinal DiNardo
- Each issue features local Catholic news, events and columnists
- Seasonal features follow the liturgical year (Advent, Lent, Feast Days)
- Around the Archdiocese, a listing of local Catholic events
- Direct mailed to over 70,000 of subscribers 21 times per year
- We also offer a digital version of the paper and The Digest e-blast to subscribers

Quick facts about the Archdiocese of Galveston-Houston:
- The Archdiocese encompasses a 10-county area (see page 5 for more details)
- 1.7 million Catholics reside within the boundaries of the Archdiocese
- 146 parishes and 57 Catholic schools
- We pray and worship in over 14 languages
- Largest diocese in Texas and fifth-largest in the United States
Our products

Texas Catholic Herald
Paper copy arrives in your mailbox 21 times a year

Digital TCH
Full content from the paper copy via our website; viewable on your desktop, laptop, tablet or phone

The Digest Newsletter
A condensed version of the newspaper with local content, columns, photos sent via email
Award-winning content

The Catholic Media Association has nearly 250 publication members and 600 individual members worldwide. Its mission is to build and strengthen the value and worth of the Catholic press by facilitating the professional, economic and spiritual growth of its members. Listed below are some of the Texas Catholic Herald’s awards from the past five years:

**1ST PLACE**
- **Best Special Section**
  Bishop Italo Dell’Oro Ordination
  Herald Staff
  2022

- **Best News Writing**
  Coverage of Hurricane Harvey
  Herald Staff
  2018

- **Best Reporting on Vocations to Priesthood, Religious Life or Diaconate**
  Coverage of Vocations
  Herald Staff
  2018

- **Best Sports Journalism: Sports News**
  James Ramos - Coverage of the Houston Astros World Series Win
  2018

**SECOND PLACE**
- **Best Annual Report**
  2018

**THIRD PLACE**
- **Best Series: “A Living Church of Paschal Joy” (COVID-19 pandemic coverage)**
  2021

- **Best Promotional House Ad**
  2021

- **Best Diocesan Newspaper**
  Herald Staff
  2020

- **Award of Excellence: Writer of the Year - James Ramos**
  2018

**HONORABLE MENTION**
- **Best Diocesan Newspaper**
  Herald Staff
  2021

- **Award of Excellence: Photographer of the Year - James Ramos**
  2021

- **Award of Excellence: Writer of the Year - James Ramos**
  2021
Market coverage

The Archdiocese of Galveston-Houston encompasses a 10-county area which includes urban, suburban and rural communities. The diocese was established in 1847 and covers 8,880 square miles. We are home to 1.7 million Catholics. We have a diverse, multicultural audience that worships and prays in over 14 languages.

Harris County/Houston: fourth most populous city in the United States and business hub for energy, trade, healthcare, finance and technology.

Galveston County/Galveston Island features a historic past and remains a popular tourist destination.

The Archdiocese also includes the following counties: Austin, Brazoria, Fort Bend, Grimes, Montgomery, San Jacinto, Walker and Waller. These counties are home to large suburban areas such as Katy, Sugar Land, Pearland and The Woodlands and many small towns, including Navasota, Plantersville, Magnolia and Brazoria.
What our readers say
Feedback from our 2019 Texas Catholic Herald Reader Survey:

“Very informative about events around the diocese I would not otherwise know. I also learn historical facts about the diocese.”

“I really enjoy receiving a paper copy of the Texas Catholic Herald; it is enjoyable to relax reading an actual newspaper.”

“I think it’s a first-rate publication.”

“I love receiving and reading my copy of the Texas Catholic Herald. The quality and content are so inspirational and I truly enjoy the paper. I look forward to every issue.”

“Quality and presentation is professional.”

“It makes me feel connected to the Archdiocese. And it’s a physical reminder to read it - it doesn’t get lost in my inbox.”

“I enjoy reading the TCH as it keeps me aware and connected to what’s happening in the Diocese and the Church.”

“Succinct and informative.”

“Good quality.”

“Very well done.”
You asked, we delivered

More feedback from our 2019 *Texas Catholic Herald* Reader Survey:

“My husband and I both like reading the TCH! We look forward to each edition. An online edition would be nice to share…”

“Quality and presentation is fine but I would like the option of receiving this electronically to save trees and expenses for publishing the paper.”

“I like the *Herald* and would like to see this in an electronic format.”

“I highly recommend keeping the paper copy with a full edition online, for the tech generation.”

“While I love the hard-copy newspaper, I think an increased online presence via website, social media and videos are all ways that would attract younger people.”

“Digital presence should be emphasized for the future.”
Print ad specifications

FULL PAGE
10.375” x 13.5”

1/4 PAGE
5.1” x 7”

1/8 PAGE
5.1” x 3.5”

1/8 PAGE vertical
2.5” x 7”

1/2 PAGE
10.375” x 7”

1/2 PAGE vertical
5.1” x 13.5”
Advertising rates

The open rate is $45 per column inch.

There are price breaks for frequency: $42 per column inch (with a 6-issue run), $40 per column inch (12-issue run) or $38 per column inch (21-issue run).

The prices below reflect the cost per issue.

<table>
<thead>
<tr>
<th>Rate Schedule</th>
<th>Frequency</th>
<th>1 issue</th>
<th>6 issues</th>
<th>12 issues</th>
<th>21 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page</td>
<td>$  315</td>
<td>$  294</td>
<td>$  280</td>
<td>$  266</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>$  630</td>
<td>$  588</td>
<td>$  560</td>
<td>$  532</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1260</td>
<td>$1176</td>
<td>$1120</td>
<td>$1064</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$2520</td>
<td>$2352</td>
<td>$2240</td>
<td>$2128</td>
<td></td>
</tr>
</tbody>
</table>

Open rate: $45 per column inch

Placement charge for back cover: $500

Color charge for display advertising: $400

Custom sizes are also available at the same published rates. Contact us for further details.

Advertising regulations

Insertion dates, sizes and frequency must be agreed to upon signing of contract. Once ad has been approved by client, additional changes are $15. 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.

File Submission

Artwork provided by advertisers should be submitted in one of the following electronic formats:

- High-resolution PDFs with all fonts embedded
- High-resolution jpeg with all fonts embedded
- EPS file with all type converted to outlines
- Send electronic advertising files to Catherine Viola at ads@archgh.org. If the file is over 20MB, send via ftp.
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.

### 2023 DEADLINE & ISSUE DATES

<table>
<thead>
<tr>
<th>DEADLINE</th>
<th>ISSUE DATE</th>
<th>SPECIAL ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday at Noon</td>
<td>Tuesday</td>
<td></td>
</tr>
<tr>
<td>December 27, 2022</td>
<td>January 10</td>
<td></td>
</tr>
<tr>
<td>January 10</td>
<td>January 24</td>
<td></td>
</tr>
<tr>
<td>January 31</td>
<td>February 14</td>
<td></td>
</tr>
<tr>
<td>February 14</td>
<td>February 28</td>
<td>Lent</td>
</tr>
<tr>
<td>February 28</td>
<td>March 14</td>
<td></td>
</tr>
<tr>
<td>March 14</td>
<td>March 28</td>
<td></td>
</tr>
<tr>
<td>March 28</td>
<td>April 11</td>
<td>Easter Issue</td>
</tr>
<tr>
<td>April 11</td>
<td>April 25</td>
<td></td>
</tr>
<tr>
<td>April 25</td>
<td>May 9</td>
<td></td>
</tr>
<tr>
<td>May 9</td>
<td>May 23</td>
<td></td>
</tr>
<tr>
<td>May 30</td>
<td>June 13</td>
<td>Graduation Issue</td>
</tr>
<tr>
<td>June 27</td>
<td>July 11</td>
<td></td>
</tr>
<tr>
<td>August 1</td>
<td>August 15</td>
<td>Back-to-School Issue</td>
</tr>
<tr>
<td>August 29</td>
<td>September 12</td>
<td></td>
</tr>
<tr>
<td>September 12</td>
<td>September 26</td>
<td></td>
</tr>
<tr>
<td>September 26</td>
<td>October 10</td>
<td></td>
</tr>
<tr>
<td>October 10</td>
<td>October 24</td>
<td></td>
</tr>
<tr>
<td>October 31</td>
<td>November 14</td>
<td></td>
</tr>
<tr>
<td>November 14</td>
<td>November 28</td>
<td>Advent</td>
</tr>
<tr>
<td>November 28</td>
<td>December 12</td>
<td></td>
</tr>
<tr>
<td>December 12</td>
<td>December 26</td>
<td>Christmas Issue</td>
</tr>
</tbody>
</table>
Media Kit 2023

Texas Catholic Herald
Proclaiming the Good News to the Archdiocese of Galveston-Houston

Catherine Viola, Advertising Manager
ads@archgh.org | 713-652-4407

Visit us at archgh.org/tch

Celebrating 175 years of faith
www.archgh.org/175