MEDIA KIT 2023-24

TEXAS CATHOLIC HERALD

THE ARCHDIOCESE OF GALVESTON-HOUSTON
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
- horizontal: 5.1” x 3.5”
- vertical: 2.5” x 7”

1/2 PAGE
- horizontal: 10.375” x 7”
- 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>
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<tr>
<td>Frequency</td>
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**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>
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<tr>
<th>DEADLINE</th>
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<th>SPECIAL ISSUE</th>
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Catherine Viola, Advertising Manager
ads@archgh.org | 713-652-4407

Visit us at archgh.org/tch